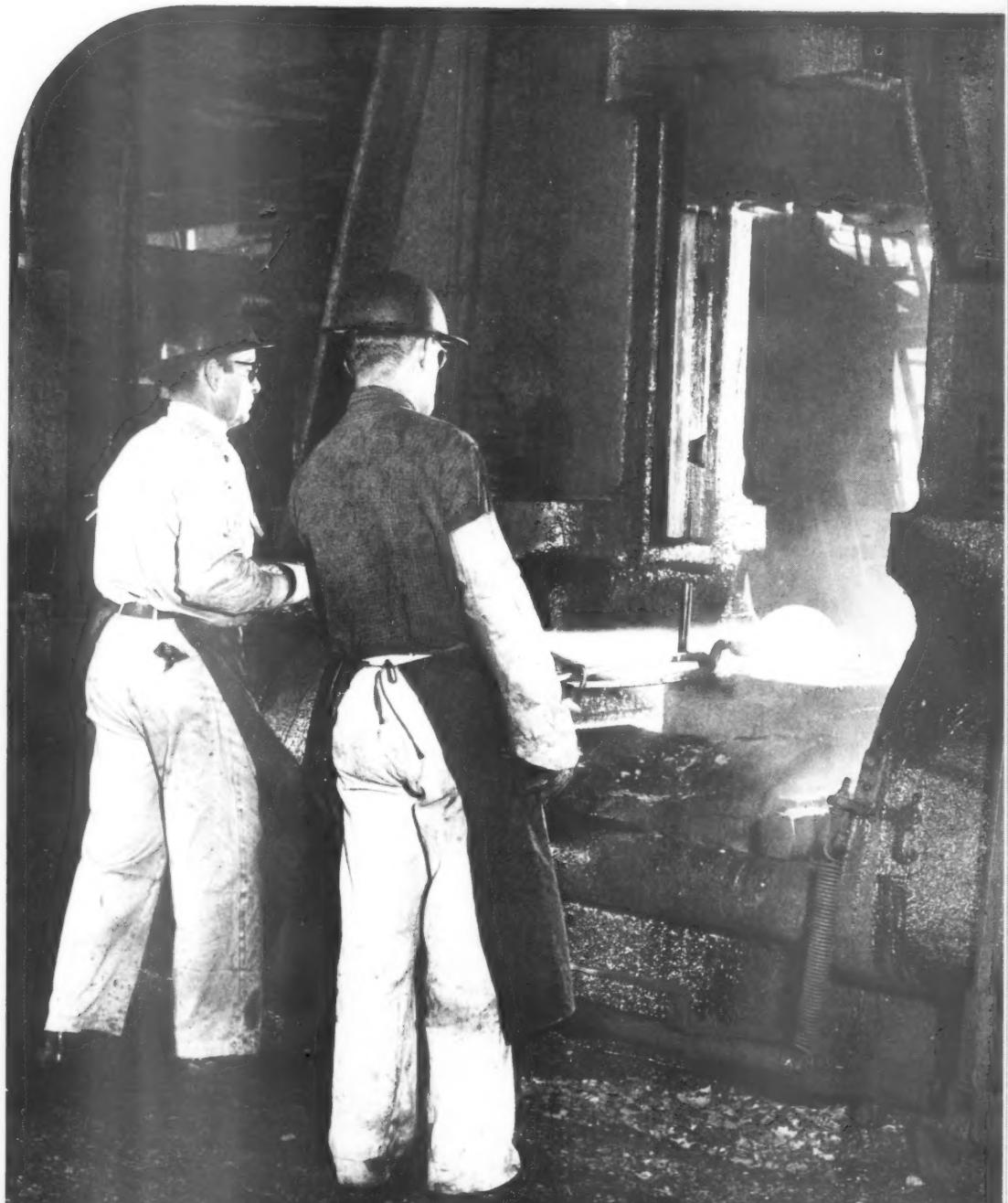


AMERICAN GAS ASSOCIATION



SEPTEMBER
1954



It's old stove round-up time... time to change to the smallest range anyone could own

There never was a better time to buy a new automatic Gas range. And there never were better ranges for you to buy. They bear no relationship to that relic in your kitchen than the new cars bear to a 1908 Maxwell. Actually, no other kind of range is as fast, as perfect, as perfectly controlled... why, the new Gas ranges even turn themselves on and off automatically, bake whole meals while you're busy elsewhere. For the last word in cooking, make sure you buy Gas. For substantial savings in purchase, installation and operation, make sure you get Gas. Nothing else even comes close to it. See a "round-up" of all the new "CP" automatic Gas ranges at your gas company or Gas appliance dealer's. AMERICAN GAS ASSOCIATION

Only **Gas**  gives
such matchless performance

Gas—the modern fuel for automatic cooking...refrigeration...water-heating...house-heating...air-conditioning...clothes-drying...inc



Metal forged on this 10,000-lb. drop forge is heated in gas-fired furnace at General Metals Corp., Los Angeles

BIG NEWS this month is the coming annual convention in Atlantic City. For a preview of the industry's largest and most important gathering of the year, see the lead story on the program. . . . At the convention you'll be hearing about the "Action Demonstration" cities—what they found in their surveys and what they are doing. The MONTHLY has been trying to keep its readers up-to-date on these developments. This month, on page 11, we have a report from Abilene, Texas. . . . Also at the convention you will have a chance to see "A Word to the Wives," a new color movie made by A. G. A. in cooperation with "Women's Home Companion" and National Home Builders Association. We beat the drum on page 14. . . . Are you satisfied with your water heating load? We hope not and also hope you read how this load was boosted by a rental plan. Up in Pawtucket, R. I., Blackstone Valley Gas people are still gasping over the success of a two-month campaign. Full details on page 29. . . . The onrush of new gas appliance models, new controls, etc., is very healthy for our industry, but it does sometimes keep servicemen behind the times. How Southern California Gas Company copes with this problem is told by G. J. Sandusky in "Keeping Your Servicemen Informed." Turn to page 8.

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STRAWS in the wind

● *Designed to give you a panoramic view of the gas industry*

TEAM UP! LAND THE LOAD

The culminating event of the 36th annual convention is expected to be the Blue Flame luncheon at the American Room of the Hotel Traymore in Atlantic City. Utilities, manufacturers, distributors and dealers will gather at this great pep meeting to hear what their industry is doing and will do to "Land the Load."

Teamwork is the key to increased gas and gas appliance sales. This teamwork between every segment of the industry will be a theme of the meeting. As an example of how we can team up to increase sales, a report will be made on the "Action Demonstration" carried out in Pasadena, California. What is being accomplished there when utility, manufacturers, distributors and dealers team up can be duplicated in scores of other communities.

Another striking demonstration at the luncheon meeting of what can be done to "land the load"—the cooking load—will be a preview of gas ranges of the future. Developments from A. G. A. Laboratories and from manufacturers' research will be put through their paces by a leading exponent of gas cooking.

An analysis of today's progress and what it means in terms of tomorrow's profits will be made by A. G. A. president Earl H. Eacker. He will draw on his experiences during his term in office to give a frank diagnosis of our industry's ills and an equally frank prescription for their cure.

Remember the date and place—American Room, Hotel Traymore, 12:30 p.m., October 13. Don't miss it if you want to "Team Up and Thrive in '55."

OLD GHOST

An old ghost was abroad in the streets of Philadelphia last summer. According to "National Petroleum News," Greater Philadelphia Fuel Conference used government-sanctioned figures to "prove" oil house heating is cheaper than gas. Purported proof was based on FHA MPR Letter 501A, issued in 1950 but withdrawn shortly thereafter as invalid.

TYPE A CHIMNEYS

Local authorities in Raleigh, N. C., are reported contemplating compulsory requirements for Type A chimneys in all new homes built in that city. Higher costs of masonry chimneys would penalize prospective gas heating users, for whom Type B chimneys would be satisfactory. Interested residents point out that many, many cities approve Type B chimneys.

MORE SUPPLEMENTS

Success of "Time" advertising supplement (reported in July-August MONTHLY) spurred plans for similar projects in 1955. In the works are sections on modern gas laundries, two full-line supplements aimed at architects and builders, and a section devoted to commercial cooking. Another all-industry project is slated for October, 1955, appearance.

UNDERGROUND STORAGE STUDY

A two-man team from Bureau of Mines is conducting a study of underground storage of natural gas from the point of view of safety. One member is from Petroleum and Natural Gas branch, the other from Accident and Health division.

Their report, when complete and cleared by their chiefs, is expected early next spring.

HIGHWAY COSTS

Gas utilities, along with all other utilities, are subjected to an increasing burden in relocating mains, laterals and other plant disrupted by federal aid highway projects. Congress in Highway Act passed May 6 authorized Secretary of Commerce to make a study of these costs. Through cooperation of utilities' state committees, the new Congress will have a clear picture of these costs, based on 1953 figures.

GAS LAUNDRY DISPLAY

A packaged New Freedom Laundry will be made available for gas company use through A. G. A. New Freedom Bureau. Attractive nine-foot display, said to be a sure traffic stopper, will provide for water heater, washer, dryer, sink-base-and-cabinet and wall cabinet.

LOVE THAT DEALER

"Love That (Gas) Utility" was title of signed editorial that appeared in a recent issue of official organ of National Appliance and Radio-TV Dealers Association. Occasion was first-hand view of how an eastern Wisconsin gas company is teaching its dealers how to sell gas incinerators. "These people are your friends," said NARDA Managing Director Al Bernsohn.

industry trends and activities

TEST NEW RANGES

New domestic ranges with features adapted from A. G. A. Laboratories experimental units are being submitted to the Laboratories for approval testing. A number of manufacturers have incorporated the needle-type pilot and one utility has agreed to accept under its cold range program a demonstration model using low-input pilots. One range has been approved with cross-port burners and another with nickel-sized burners is undergoing tests.

APPROVED APPLIANCES JUMP

Evidence of increased number of basic gas appliances and accessories approved by Laboratories is apparent from the size of current Directory. The July publication contains 40 pages more than previous January issue—a new record gain.

OPERATION SNOWFLAKE

United States Steel has prepared "Operation Snowflake" to help sell more major appliances—and more steel—this Christmas. Utilities and manufacturers are invited to tie-in behind the slogan, "Make it a White Christmas—give her a major appliance." Kickoff in late November will be on U. S. Steel Hour, network TV program, and will be followed by national and trade ads.

LIMIT CONTROLS

First meeting of a newly formed approval requirements committee covering limit controls used on gas appliances will be held at A. G. A. Laboratories September 21-22.

DESIRABLE RANGE FEATURES

Implementing that section of the Gas Industry Development Program dealing with gas range up-grading, a Residential Gas Section committee of gas company sales and technical personnel has compiled a recommended list of desirable features for domestic gas ranges. Printed in attractive booklet form, the recommendations cover multiple housing, new, replacement and deluxe markets.

SHORT CUT

Busy executives behind in their business magazine reading may find a worthwhile substitute in pocket-sized "Briefed," which reduces news culled from current publications to short paragraphs. For sample copies and information about distribution, write Brief Publications, 400 Madison Ave., New York 17.

aid to restaurants

A new approach to payroll and menu price control of vital interest to restaurant owners will be explained in a series of meetings this fall. Local gas utilities, through A. G. A. Industrial and Commercial Gas Section, will be the sponsors. A well-known firm of accountants will present the material.

BURNER NOISE

Noise levels of target-type burners are being studied in a sound-proofed room at A. G. A. Laboratories. This activity is another phase of the industry's continued study of burner design, carried out under PAR Plan Project EA-5-GU.

COMPETITIVE SERVICES

Findings on a new complete series of investigations on relative performance of gas and electric ranges and water heaters are being prepared by A. G. A. Committee on Comparison of Competitive Services. Tests to develop authentic data on performance of modern gas fryers are currently sponsored by the same group.

GAS SALVAGE?

Salvaging some of the vast quantities of natural gas at present flared in foreign fields is a possibility through new transportation techniques. A prominent consulting firm points out that by moving liquefied natural gas by barge other countries might put to use gas now wasted in Venezuela and Saudi Arabia.

PIPING WATER

Threat of a severe water shortage in Colorado Springs gave a transmission company an opportunity for PR coup of the year. Within 24 hours after signing contracts for a new water supply, Colorado Interstate Gas Company volunteered its services to city and crews were at work on a 3½ mile 16-inch line and 3 mile 12-inch line. All at cost!

GAS TO PAKISTAN

Natural gas is expected to revolutionize the economy of Pakistan. The International Bank for Reconstruction and Development has announced a loan to enable the Asian nation to pipe gas from the Sui reservoir 350 miles south to Karachi.

SAFETY PICTURE

A. G. A. Accident Prevention Committee is gathering statistical data that will give as complete a picture as possible of the gas industry's safety standing in relation to industry in general and other industries.



Sheldon Coleman, GAMA president, will speak at Tuesday morning session



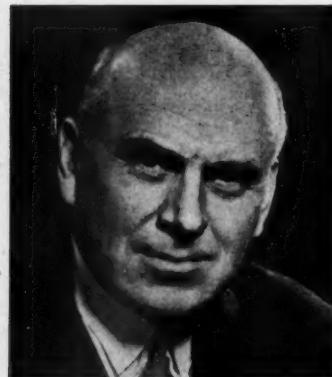
Inspirational talk will be given by Dr. Kenneth McFarland, General Motors



**Convention arrangements on
E. J. Boothby, Washington C.**



Earl H. Eacker, A. G. A. president will preside at general session meetings.



Guest speaker is John J. McCloy, now board chairman, Chase National Bank.



New Laboratories wing to be done by N. B. Bertolette, Martin

A.G.A. ready for 36th convention

Subjects ranging from landing gas loads to latest legislation will be featured at the 36th Annual Convention of the American Gas Association, at Atlantic City, N. J., October 11, 12, and 13. Everett J. Boothby, chairman, A. G. A. General Convention Committee, and president, Washington Gas Light Co., reports that an impressive list of speakers has been assembled for the three-day meeting.

A special feature of this year's convention will be a "Team-Up!—Land the Load!" meeting in the American Room of the Hotel Traymore at 2:00 p.m. on Wednesday, October 13. To facilitate attendance at this great pep meeting, luncheon will be served in the American Room at 12:30 p.m., immediately after the General Session on Wednesday morning.

The inspirational "Land the Load" meeting will be off to a fast start with L. L. Baxter, president, Arkansas Western Gas Co., presiding. W. M. Jacobs, vice-president, Southern California Gas Co., will review the status of the Gas Industry Development Plan, as applied in principle at Pasadena, one of the ten action demonstration cities.



M. Jacobs, Southern California,
will speak on "Action Demonstration"



L. L. Baxter, Arkansas-Western Gas,
presides at "Land the Load" meeting



E. Carl Sorby, Geo. D. Roper Corp.,
will demonstrate new range features



Theodore Wolfe brings report on
Industry Development Program



K. S. Adams, Phillips Petroleum, will
speak for natural gas field producers



D. A. Hulcy, past president of A. G. A.,
will summarize at concluding session

E. Carl Sorby, vice-president, Geo. D. Roper Corp., will illustrate the sales possibilities inherent in new range developments under the PAR Plan such as the A. G. A. Laboratories range units, and from the laboratories of manufacturers.

During his term as A. G. A. president, E. H. Eacker, president, Boston Consolidated Gas Co., has gained first hand knowledge of the industry's problems by extensive travels across the United States and Canada. His diagnosis of industry ills and his prescription for their cure will be worth hearing. Delegates who remember the "Standing Room Only" sign hung out at the "Coats Off For Action" meeting in St. Louis, will plan on attending the meeting early.

Two elections will be held during the Convention. Officers of the Association will be elected at the General Session on Monday. Directors will be elected at the Executive Session the same day. Norman B. Bertolette, president, Hartford Gas Co., will present the report of the General Nominating Committee.

Mr. Bertolette, chairman of the Laboratories Managing

Committee, will sponsor an historic event in Association records on Tuesday. A new wing at the Cleveland branch of the A. G. A. Laboratories is to be dedicated to Raymond M. Conner, the first director of the Laboratories, in honor of his long and faithful service to the industry. A bronze plaque, commemorating the dedication, will be presented to Mr. Conner.

Other awards for outstanding accomplishments by gas industry members during the past year will be made by President Eacker at Tuesday's General Session. These honors include the A. G. A. Distinguished Service Award, the A. G. A. Meritorious Service Award, the A. G. A. Distribution Achievement Award, The Beal Medal, the A. G. A. Home Service Achievement Awards, and Safety Achievement Awards.

President Eacker will officially open the Convention in the Auditorium Ballroom at 10:00 a.m. Monday. The Treasurer's Report will be given by Vincent T. Miles, treasurer, Long Island Lighting Co., and A. G. A. treasurer.

The President's Address delivered by Mr. Eacker will pre-

Accounting



Paul Ewers, Section chairman, will report at Tuesday luncheon

Charles E. Reno will discuss amusing side of "economic ignorance"

Taxes are subject of Charles H. Mann, Columbia Gas System

Industrial and Commercial



F. M. Banks, A. G. A. first vice-president, is luncheon speaker

Meeting competition is theme of E. S. Mack, Chattanooga Gas

E. S. Cronkright, Public Service, Newark, talks on new industries

Operating



F. J. Pfluke, Section chairman, will preside at Operating meetings

J. E. Overbeck, Columbia Gas System, reports on gas measurement

D. L. White, Washington Gas Light, will head panel of speakers

sent delegates with a pertinent review of industry conditions and Association plans. The next order of business will be election of Association officers. This will be followed by an inspirational address by Dr. Kenneth McFarland, educational consultant and lecturer for General Motors Company.

Sheldon Coleman, president, Gas Appliance Manufacturers Association, and president, The Coleman Co., Inc., will open the General Session on Tuesday. With illustrated slides, he will show where the industry has been, where it is today and where it may go, in a talk, "Who's On The Defensive?"

The Gas Industry Development Program has been the gas industry's action program in 1954. J. Theodore Wolfe, executive vice-president, Consolidated Gas Electric Light and Power Co., will bring delegates up to date on all facets of the program in his talk, "The Gas Industry In Action".

The Phillips Petroleum Company has been the guinea pig used to test the regulatory power of the Federal Power Commission. Effects of the last Supreme Court decision on his company and on other producers will be discussed by K. S. Adams, chairman of the board of Phillips Petroleum, at the Tuesday session.

Other phases of the natural gas industry will be reviewed at the Wednesday meeting by the newly elected president of the Independent Natural Gas Association. He will discuss problems of transmission companies.

From outside the industry, the Convention Committee secured a noted speaker in John J. McCloy, now chairman of the board, Chase National Bank. He has served as Assistant Secretary of War, and U. S. High Commissioner for Germany. He will talk on the dynamic aspects that shape our economic life, and their impact on American business and industry. D. A. Hulcy, president, Lone Star Gas Co., and past president, U. S. Chamber of Commerce, and past president, A. G. A., will close the session with a pertinent summary of events of the convention.

Louis R. Quad, Public Service Electric & Gas Co., reveals that the Convention Entertainment Committee which he heads is signing up outstanding talent. The program will include the President's Reception with entertainment and dancing, Monday, in the Auditorium Ballroom at 9:00 p.m.; the Ladies' Party on Tuesday at 2:00 p.m. in the Solarium, Marlborough-Blenheim Hotel, and on Tuesday evening a program of musical and vaudeville numbers at 9:00 p.m. in the Auditorium Ballroom.

Sectional activities will take place on Monday and Tuesday afternoons.

The Operating Section meetings will be held at the Claridge Hotel with F. J. Pfluke, Rochester Gas & Electric Corp., presiding as chairman of the Section. At the Monday afternoon session he will read the Section report. C. W. Wilson, Consolidated Gas Electric Light & Power Co., of Baltimore, will submit the Nominating Committee's slate of candidates. Section officers will be elected and introduced. John E. Overbeck, Columbia Gas System Service Co., will read the report of the Committee on Gas Measurement and A. L. Vaughn, Northern Natural Gas Co., will deliver a paper on natural gas conditioning processes.

E. W. Kenefake, General Electric Co., will present one of the most interesting features of the Section's meeting, devoted to remote control operation of pipelines. Closed circuit, color television demonstrations and instrumentation will be featured. A panel session on Customer Service, headed by L.

G. Hanna, The Peoples Natural Gas Co., will be guided by Calvin Brown, Rochester Gas & Electric Corp., J. H. Dennis, Long Island Lighting Co., J. G. White, The Peoples Gas Light & Coke Co., and J. V. Turpish, New York and Richmond Gas Company.

On Tuesday afternoon, F. A. Hough, Southern Counties Gas Co., chairman ASA Subcommittee 8, will report on the work done on the Code for Pressure Piping for gas transmission and distribution piping safety.

John R. Gardner, Central Hudson Gas & Electric Co., will report for the Subcommittee on Customer Load Characteristics, and a report on offshore drilling and production of natural gas will be given. H. L. Hamilton, of A. V. Smith Engineering Co., will talk on insulating joints as a safety measure and D. L. White, Washington Gas Light Company, will head a panel on quality control.

The Chalfonte-Haddon Hall is the location for Accounting Section meetings under supervision of Paul Ewers, Michigan Consolidated Gas Co., who is Section chairman. The Monday afternoon session will have L. R. Quad as chairman, and Arthur Skelton, The Peoples Gas Light & Coke Co., will preside Tuesday afternoon.

Three recipients will receive the Section's Order of Accounting Merit on Monday from E. H. Eacker, president of A. G. A. Speakers at the Monday session will include W. D. Sweetman, The Peoples Gas Light & Coke Co., who will discuss ways of combatting operating expenses.

It is planned to have a recognized authority talk on management training. Charles E. Reno, formerly of Republic Steel Corp., will deliver some entertaining views on "The High Cost of Economic Ignorance."

Mr. Ewers will present the major accomplishments of the Accounting Section in his chairman's report at a luncheon meeting on Tuesday. Included will be plans for researching electronics equipment, work done with the NARUC and the customer relations training films and manual.

Charles H. Mann, Columbia Gas System Service Corp., will talk on taxes and a paper will be given on training personnel to use electronic machines. A talk on communication and exchange of information will be given by Wesley Wiksell, Louisiana State University. The slate of officers submitted by B. S. Rodey, Consolidated Edison Co. of New York, will be presented to the Section members before the close of the session. Section officers for the coming year will be elected.

The Residential Gas Section will sponsor only one meeting. It will be a full-dress promotional meeting staged in the Auditorium Ballroom on Monday afternoon, with Walter H. Kurdelski, Michigan Consolidated Gas Co., as chairman. R. J. Vandagriff, Laclede Gas Co., will submit the report of the Nominating Committee and Section officers will be elected.

Mr. Kurdelski will review the sales and promotional programs of A. G. A. designed to help solve industry merchandising problems. Frank C. Smith, past president of A. G. A., and president, Houston Natural Gas Corp., will deliver an address: "This Is It!" As one of the industry's most articulate and eloquent speakers, his ideas on what our industry can do to increase sales will be most pertinent.

An added feature at the session will be a showing of "A Word to the Wives," a color movie produced by the *Woman's Home Companion*, in association with A. G. A. and the National Association of Home Builders. It features such stars as

(Continued on page 42)

Residential



"This Is It" is title of past president Frank C. Smith's talk on sales



F. H. Trembley, Jr., Philadelphia Gas Works, speaks on future sales



Section Chairman W. H. Kurdelski, will preside over meet

General Management



Howard Noyes, Section chairman, will preside at luncheon



Main lunch speaker will be S. W. Landon, secretary, A.T. and T.

Home Service



Mary E. Huck, Ohio Fuel Gas, leads Home Service activities



Dr. Dorothy Lyle will discuss cleaning of new miracle fabrics



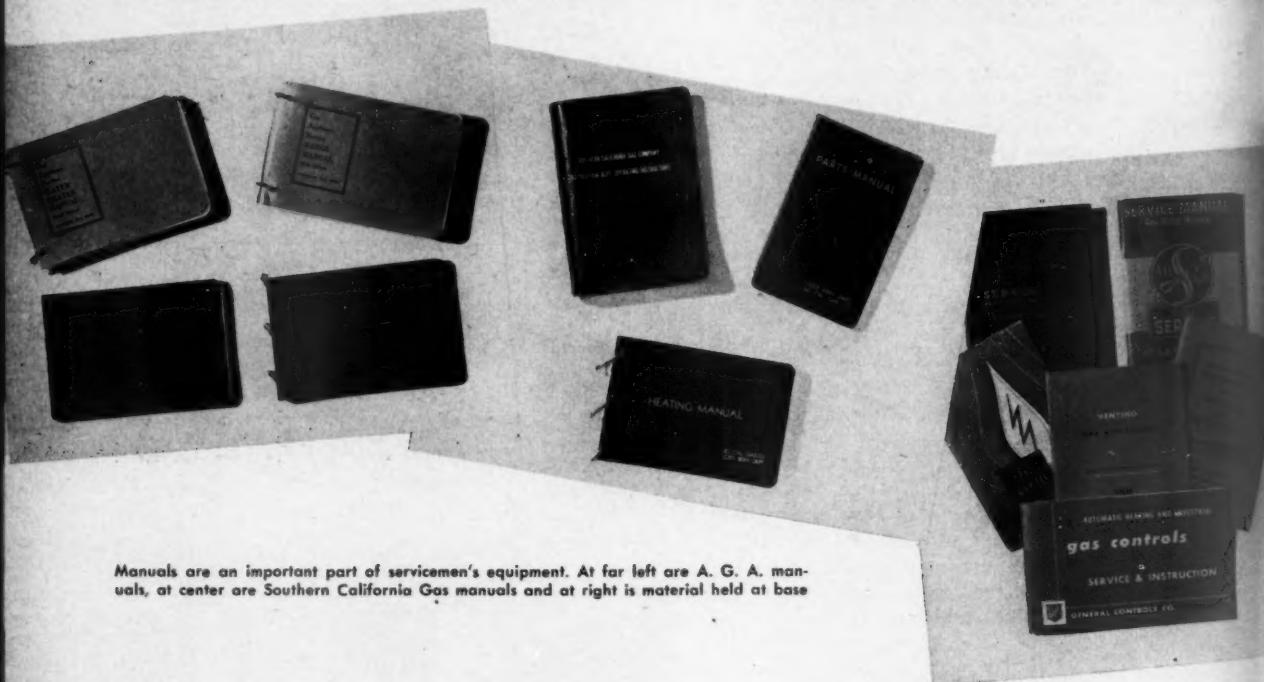
"Creating an Idea" is subject of Mrs. Martha Tupper, PR specialist



First step in Southern California Gas Co.'s program to train servicemen is classroom lectures and demonstrations. Visual aids, cutaways, etc. are used



Actual manipulation of appliances is integral part of program. Here group work on ranges. New models are available for employee controls



Manuals are an important part of servicemen's equipment. At far left are A. G. A. manuals, at center are Southern California Gas manuals and at right is material held at base

How to keep your servicemen informed

By G. J. SANDUSKY

Chairman, A. G. A. Committee on Service Manuals
Superintendent, Customer Service
Southern California Gas Company

● Pictures on these two pages present graphically the methods and materials used by Southern California Gas Company to keep its servicemen informed on appliance developments. This company's work in this field is recognized as outstanding throughout the industry. In the



am. How
Southern California Gas servicemen keep abreast with new developments
controls and accessories. Here new "trouble-shooters" study waterheaters



Training and refresher courses move to operating bases with this early morning session a typical example. Briefings on company policies are featured



"Customized" up-to-date inserts for manuals are shown at left. At center are examples of mimeographed information material; at right, give-away sheets and ready references

article below, Mr. Sandusky reviews the urgent need to train servicemen and outlines how his company equips its servicemen with the information they need to perform their duties properly.

—The Editors.

Communication" upward and downward within a company receives considerable attention in industry today.

Concern is expressed by management personnel in all types of industry regarding the importance of good communication—the importance of "keeping em-

ployees informed" about their company, their jobs, etc. Company newspapers, news letters, bulletins, conferences and a variety of other media are used to achieve this objective.

Gas utility servicemen working on their own in semi-isolation present one of our industry's most difficult problems —how to keep them informed about changes in company policies, new appliances, new controls and the latest developments in gas appliance trouble shooting techniques.

Since the serviceman is the "Gas Com-

pany" to a majority of our customers, it is imperative that we keep him fully informed and up to date in regard to company policies and gas appliances. In years past, when changes in policies and appliances were relatively infrequent, and competition was less keen, the problem of keeping servicemen informed was neither so important nor so difficult as it is today.

Let's take a look at what happens if we don't keep servicemen adequately informed.

When a serviceman runs into an unfa-

miliar situation on the customer's premises or one about which he has not been adequately informed and prepared, he is apt to present a picture to the customer of a bumbling, inept individual. He is apt to take refuge in derogatory remarks about the appliance involved, causing the customer to be unhappy with the gas appliance. The end result is poor customer and dealer relations.

At best when a serviceman runs into an unfamiliar appliance or control that is not straightforward so that previous experience would be an assist to him in diagnosing the difficulty, his only recourse is to issue a call-back order for someone more familiar with the appliance to make a follow-up call. Such callbacks, if they occur very frequently, certainly increase the over-all customer service costs.

Availability of servicing information on new appliances and controls unfortunately tends to lag behind the initial promotion, sale and appearance on the customers' premises. Currently available sources of information such as manufacturers' service literature and the older A. G. A. Service Manuals provide good material up to a point, but the end result has very often been "too little, too late". The need for up-to-date service information has been apparent to most customer service supervisors for some time.

This need has been fulfilled by the new A. G. A. Gas Appliance Service Manual. This publication, which covers

water heaters, ranges and clothes dryers, is available on a subscription basis and will, therefore, be kept as up-to-date as possible.

In the case of Southern California Gas Company, the new manual should reduce by about 50 percent the various items carried in each serviceman's kit and should materially reduce staff preparation time that is currently required for manual inserts and certain phases of our Employee Suggestion and Field Observation Program.

Even the older type service manuals, ordered by us in lots of 500 or more, were most helpful for the training and field use of Southern California service personnel even though they were not always up-to-date and were only revised every three years or so. The new Service Manual will provide for supplementary instruction sheets as new controls and equipment are introduced. It should be invaluable to our own and other companies who wish to keep their servicemen well informed on the latest gas appliances.

Gas utility service departments use a variety of methods to keep servicemen informed. The methods may vary with the utilities' size, geographical location, service policies or type of territory served, but usually include:

1. Group training meetings for servicemen.
2. Individual contacts with servicemen by supervisors.

3. Supplementary classroom training.
4. A. G. A. Service Manuals.
5. Manufacturers' service literature.
6. "Customized" A. G. A. Service Manual inserts.
7. Mechanical bulletins in response to servicemen's requests for service information.
8. Film strips and movies.
9. Working and cut-away props of controls and control systems.
10. Display of complete appliances at the various service bases or headquarters.

Most of the above points are basic in Southern California Gas Company's customer service program for keeping servicemen informed. We have shown it in pictorial form, but here is a brief outline.

The program starts with classroom training, lectures and demonstrations. Actual manipulation of appliances and controls is practiced.

Frequently meetings are held at the operating bases to cover new appliances, changes in operating practices and policies.

A. G. A. Service Manuals are provided for each serviceman. Company operating instruction manuals and service manuals are part of each serviceman's kit.

Manufacturers' service manuals are available at each operating base, and in the training section. Customized inserts

(Continued on page 43)

New service manual covers ranges, dryers and water heaters



GAS APPLIANCE servicemen can now be armed with complete, up-to-date service instructions covering three major categories of domestic gas appliances. Now available is the new Gas Appliance Service Manual prepared through the joint efforts of American Gas Association and Gas Appliance Manufacturers Association.

Although A. G. A. already has published a number of service manuals, one of the great difficulties in the past has been that such guides rapidly became obsolete because of frequent changes in appliance controls.

The new Gas Appliance Service Manual will not grow old. It will be sold with a three-year subscription for supplementary service instruction pages which can easily be inserted into the loose-leaf type manual. During the three-year subscription period, eight issues of these supplements will be made.

The manual in its first edition contains over 280 illustrations and 400 pages of service instruction. It is still no larger than $\frac{3}{8}$ of an inch thick and its cover measures $5\frac{1}{8}$ by $8\frac{1}{8}$ inches. It is divided into three appliance sections covering clothes dryers, ranges and water heaters. Each of these sections is of a different color, making them easily identifiable.

The contents are completely up-to-date. Recent advances towards making the gas appliance an automaton has given an ample opportunity to exploit the new material. Single point ignition systems are illustrated

and service instruction provided. Both gas diagrams and wiring diagrams are included for electric ignition systems and clock controlled ranges. The latest instructions with diagrams of water heater controls including all the unit control types are provided.

Wiring diagrams and the servicing of electrical components supplement the service information for the gas portion of clothes dryers. In addition procedures have been outlined for isolating and checking the operation of switches and controls.

In every case the service instruction is either on the diagram of the applicable control or on the page immediately adjacent.

The manual will also be sold as an individual volume without the subscription to the supplementary service instruction sheets.

Following is a list of prices for with and without subscription.

Without Subscription	Orders of 1 to 9 copies	With Subscription
\$2.50 ea.		\$5.00 ea.
2.00 ea.	10 to 99 copies	4.00 ea.
1.75 ea.	100 or more copies	3.50 ea.



"Action" in Abilene

Just Arrived
1954 Automatic Ice-Maker
Servel Gas Refrigerator

Servel Gas
All-Year Air
Conditioner is **QUIET**

LONE STAR GAS COMPANY

5 WAYS GAS SAVES MONEY:

1. Gas-as-Fast Operation
So, of course, less fuel is used. In most cases, automatic gas dryers are four times as economical as less efficient fuels.

2. Lowest Warm-up
Automatic gas dryers reach drying temperature in 3 to 4 minutes... less fuel (and less of your time) is used!

3. Lowest Installation Cost
With an automatic gas dryer, you need no costly wiring. The average cost of installing a gas dryer is \$10. Others cost up to 5 times more!

4. Lowest Fuel Cost
So look beyond the price tag, when you buy your dryer. Save yourself work and bother with a dryer, save dollars by choosing the efficient fuel... automatic gas!

Lone Star Gas Company

Montage of ads above show how Lone Star campaigns cover gamut of domestic appliances. Such campaigns are only part of Abilene Action Demonstration

By HERBERT C. MENDELL
American Gas Association

They always do things big in Texas—and never by half-measures!

When the Lone Star Gas Company adopted the recommendations of the Gas Industry Development Program, it also accepted the responsibility for conducting an Action Demonstration Project in the city of Abilene.

This program became the proving ground for new and better techniques to intensify sales, promotion, servicing and other related activities of the gas company. Diligent and careful consideration was given to planned activities from the top management of the company down to every employee in Abilene.

Abilene, a fast-growing West-Central Texas city with a population of 55,000, was selected as the test city. Supported by oil and gas development, farming, ranching and tourism, Abilene's postwar growth has been rapid, particularly since 1949.

"Every city," Chester L. May, Lone Star's senior vice-president, said, "has its own personality. Abilene, in addition to being a thriving city with a destiny of progress, had just the personality we wanted our test city to have."

The program was launched on January 1 of this year. And did it get results? The answer is an emphatic "Yes."

The results obtained during the initial six months were so encouraging, in

fact, that it was decided to extend the test period through 1955.

Company sales of gas appliances in Abilene for the first six months of 1954 were compared with sales during the same period of 1953. Comparison was also made with three other system cities of comparable size which are being used as controls.

Abilene dollar volume per residential meter proved to be up 42 per cent, while the average sales for the three control cities were down 39 per cent.

Gains in refrigerator and water heater sales were recorded in Abilene, while the three control cities reported fewer sales.

These results are extremely noteworthy in view of the fact that agricultural and cattle raising economy had been adversely affected by the persistent drought in the Southwest.

Equally important to such results are the types of units represented in such sales, as typified by the following table:

ABILENE GAS RANGE SALES		
BY PRICE GROUPS		
(Jan.-June, 1954)		
Company Sales	Abilene	National
Less than \$150	None	50%
\$150 to \$250	57%	36%
Over \$250	43%	14%
	100%	100%
Dealer Sales		
Less than \$150	35%	50%
\$150 to \$250	44%	36%
Over \$250	21%	14%
	100%	100%

"These results are encouraging," Mr. May said, "but it is much too early to fully determine the results of the Abilene program. I would say that our gains during the initial six months of the test period should be attributed to increased employee interest and effort, rather than to stepped-up promotional efforts on the part of the company.

In other words, many of the gains thus far realized can be credited to the personal pride and enthusiasm of individual employees. These employees realize that the eyes of the entire gas industry are upon them, waiting and watching to see if they break the test program tape as winners. They want to be winners."

The success of the project will depend upon the effectiveness of the Dealer Assistance Program. Both gas and electric utilities in Abilene have been characterized by their aggressive

promotional policies. Lone Star has promoted its business through a balanced program of dealer and company activities. The electric utility, whose headquarters are in Abilene, has depended more on its own direct sales. There is full realization that the retail dealer has no loyalty to a particular fuel and will react almost entirely to the sales cooperation and service rendered by the manufacturer, distributor and utility.

The company is providing methods for evaluating the "Action Program" and is acting as a coordinator in promotional planning. It is attempting at the same time to develop with each manufacturer and his distributors an individual plan for promoting their particular line of appliances.

It has established detailed customer records—on the basis of which it has offered any interested gas appliance manufacturer means for controlled merchandising and marketing experiments.

The company recognizes the fact that there would probably be more ranges, water heaters and heating equipment sold during the test period if one big "ballyhoo" promotion were organized toward which each manufacturer-distributor would make specific contributions; but one of Lone Star's major objectives is to develop new and better permanent methods of promoting and upgrading gas appliances. The company believes that this can be best achieved by custom-made planning with individual manufacturers.

Also included is a strong dealer campaign to stress the importance of upgrading heating units (67 per cent of gas heaters are unvented).

In what is considered a successful effort to secure the cooperation of the various groups interested in the residential home market—and to coordinate their activities—a series of meetings have been held in Abilene.

The kick-off meeting, held in January, was attended by all Abilene gas appliance dealers, plus representatives of more than 40 manufacturers. Paul Davis, vice-president of Dulaney's of Oklahoma, was the principal speaker.

Later in January, more than 100 Lone Star employees attended a dinner meeting at which M. L. Bird, vice-president of the general division of distribution, was the speaker. Bird outlined the objectives of the Gas Industry Development Program.

In May, a breakfast meeting for gas

range dealers was held, with Carl Sorby, vice-president of George D. Roper Co., serving as the speaker.

Next, although Lone Star enjoys better than 99 per cent of the Abilene heating market, a very aggressive campaign to upgrade the types of heating equipment was launched July 19. The occasion was a dinner meeting at which Bill Nessell, field representative, National Warm Air Heating Association, was the speaker. This meeting was attended by 45 architects and mortgage bankers.

More than 70 residential builders and heating equipment dealers attended a buffet supper meeting held July 20. Again, Mr. Nessell was the attraction. He spoke to some 60 Lone Star employees on the afternoon of July 20.

Gas range dealers and salesmen will be invited to attend a breakfast meeting scheduled to be held Sept. 8. Lone Star's Old Stove Round-Up sales campaign plans will be presented at this meeting.

The market research firm of Joe Belden & Associates was retained to conduct a market survey and study. Its completed report was submitted to the company management late in 1953, and has served as a "bench mark" for both planning and evaluation purposes. The outside marketing organization and the Marketing Department at Southern Methodist University are also cooperating in setting up evaluation mechanics for the Abilene project. These can be very briefly summarized as:

1. Complete sales reports from the company.

2. Complete sales reports from all gas appliance dealers. This report includes the name and address of the customer purchasing the appliances.

3. A complete appliance inventory for each customer called on by company servicemen, salesmen and home economists.

4. Record and analysis of all calls made by the Service Department.

5. Reports on new construction and appliances used.

All of the information is summarized in various reports and posted to an individual customer file. One full-time clerk has been assigned the responsibility of maintaining these records.

For evaluation purposes, the activities in Abilene are compared with three other comparable cities, from the standpoint of population, on the system.

Another market survey is planned for (Continued on page 43)

Coordinated purchasing and stores



By JAMES S. PHILLIPS

*Vice-president, General Manager
Charleston Group Companies
Columbia Gas System*

Excerpts from an address before annual National Purchasing and Stores Conference, Atlanta, sponsored by Purchasing and Stores Committee, A. G. A. General Management Section.

Purchasing and stores is a big job because the gas industry is big—and growing bigger. Columbia Gas System, of which my company is a part, has participated in this growth. From 1946 to 1953 annual gas deliveries increased from 234 billion cubic feet to 517 billion cubic feet, or about 120 percent, while peak day requirements have jumped from 1.2 billion cubic feet to more than three billion cubic feet, or 160 percent. This is simply characteristic of the growth pattern of the whole industry.

But it seems to me that, illuminating as they are, these big figures are hiding some fairly basic facts about purchasing and stores.

A friend of mine tells me that his wife asks him to visit a grocery store only on rare occasions. The reason is that often he'll wind up committing one or more of at least three costly sins—buying too much, paying too much or choosing the wrong quality.

When you think of it, what basic differences are there between an economic unit like the family and a gas company? To operate efficiently, the family usually designates one person to buy specific needs. A business finds that it must do exactly the same thing.

The family works together, sharing opinions and giving advice to the one who does its buying. The result generally is that everyone is better satisfied with the goods purchased and the family's spending of its income results in the most satisfaction for all.

Speaking in the broadest terms, we would settle all our purchasing and stores problems for the efficiency of this family economic unit. But to achieve it we would have to gain the same spirit of cooperation and understanding among all levels of management and supervision that exists among Father, Mother, Brother and Sister.

United Fuel Gas Company's operations, along with five affiliated companies that make up the Charleston Group Companies of Columbia Gas System, extend into five states—Kentucky, Ohio, West Virginia, Virginia and Maryland. We stretch all the way from Lexington, Ky., to the area of the Susquehanna River northeast of Baltimore. United Fuel is the key company, which engages in practically every phase of the natural gas industry. That includes exploration, production, purchase of Appalachian and south-

west gas, production and sale of liquid hydrocarbons, storage, transmission and distribution.

The other companies are engaged in specific production, distribution or transmission functions. Sales to customers are at retail and wholesale. Our transmission pipelines span great distances, our production fields overlap with distribution areas, compressor stations dot our maps.

With this type of operation, closely coordinated purchasing and stores are an absolute must. Except for our pipeline company's 26-inch artery to the eastern seaboard, the area of operation hasn't changed much in many years. But the scope of operation has multiplied fantastically. The value of property, plant and equipment more than doubled from 1946 to 1953 and is still growing. Total gas deliveries by the Charleston Group were 136 billion cubic feet in 1946, and grew to a peak of 256 billion cubic feet in 1953.

Our operation is one of those in which the purchasing and stores functions have been elevated to a position of greater importance. The manager of our department is a member of our management staff and reports to the vice president and general manager. That places him on the same level as heads of the distribution, transmission, production and engineering departments.

We think of purchasing as his line responsibility, to purchase the materials required by all departments. In buying pipe and oil-country tubular goods in carload quantity, orders are placed through the Columbia System central purchasing office. In placing orders for practically all other materials, the orders are handled at the discretion of our own purchasing department through reputable firms.

The advantages of having one office handle all purchases should be plain. No one need run the risks of the man who loses his sense of value when he goes to the grocery store. With the same keen bargaining sense of the housewife, a manager of purchases and his staff take many things into consideration before placing an order. They include quality, quantity, delivery date, cost, public relations. In the end his department functions so that materials required are obtained in a way serving the best interests of the company.

(Continued on page 44)

A Word to the Wives



American social
Marsha H. net K
and Laund is ne



Real star of "A Word to the Wives" is Jane's New Freedom Gas Kitchen and Laundry, designed by "Companion" to represent the latest in automatic gas appliances, kitchen design and decorating

The gas industry and the home building industry have joined hands with a national magazine, *Women's Home Companion*, to produce a sparkling 12½ minute color movie featuring an all-gas kitchen-laundry. The kitchen appears in the September *Companion* and the film has impressive national billings.

The National Association of Home Builders has arranged for showings of the film as a public service on 315 television stations during National Home Week. It will also be shown at Home

Shows across the nation, at the NAHB convention, at the National Housing Center in Washington, and will be made available to the association's 225 chapters.

Gas utilities plan to use the film for local public showings and for builder-architect contact work. Prints in 16mm. Eastman color, along with magazine reprints, floor plans, merchandise lists, ad mats, radio scripts, publicity pictures and art work for bill stuffers, are available from A. G. A. at \$78.00 per print.



Life is a joy for Jane with her New Freedom Gas Laundry, those washday blues are pa



Jane has even had time for 9 holes of golf before. George gets the point as he is shown...

Some of the
disposer...

in
H
und
sociation presents . . . A new Eastman color movie starring
H
ernet Riley, Scott McKay, Darren McGavin and—a New Freedom GAS Kitchen
und
is new film is cleared for two TV showings on every station



This gas "Icemaker" helps make friend Alice
silly aware of the state of her own kitchen



Here Alice's husband George becomes aware
of what his wife—and himself—put up with



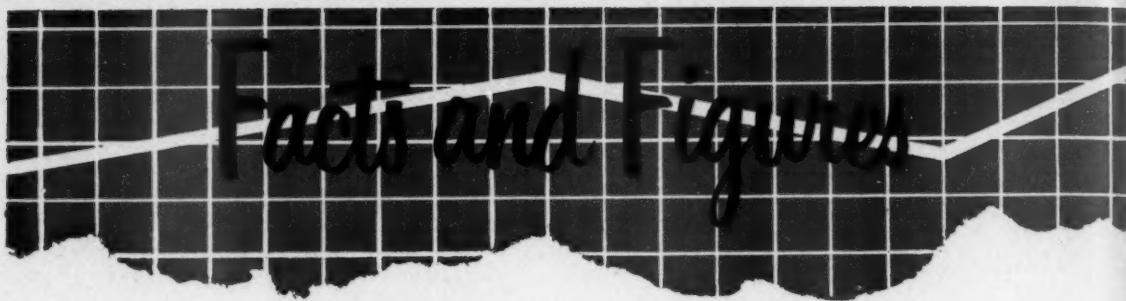
George is really going to learn at this house-
warming how Jane's kitchen makes things easy



Some of the kitchen's prize beauties, such as this
disposer . . . and two-temperature water heater



Finally George catches on and begins planning
for a new home with a gas "dream kitchen"



Prepared by A.G.A. Bureau of Statistics

Shipments of gas dryers during May were 15.9 percent higher than in the corresponding month of the previous year, while electric dryer shipments declined by nearly one-third in the same time period. The accompanying table presents for the first time in this publication statistics on national shipments of dryers.

During 1953 there were $3\frac{1}{3}$ electric dryers sold nationally for each gas dryer; this ratio has improved to $2\frac{3}{4}$ to one for the first five months of the current year, while in May alone it was $2\frac{1}{3}$ to one. It is anticipated that more comprehensive historical information on dryer shipments will be published in an early issue of this magazine.

Housing starts during June and July were significantly higher than in the corresponding period last year, increasing by 15 percent during June and 16 percent during July. These figures attest to the continuing vitality of the housing industry and to the magnitude of the remaining market for new housing facilities.

Construction will continue to be stimulated during coming months by the recent action of Congress in reducing necessary down payments and extending the term of government-guaranteed mortgages. With such encouragement of housing construction activity, the rewards for still more vigorous and effective appliance sales promotion, in terms of load-building, may be greater than in the past several years.

Gas range shipments exceeded electric shipments by 64 percent during June whereas 2.8 gas water heaters were sold during the same month for each electric water heater. For both appliances the performance of the gas industry, when compared with June of the previous year, was more satisfactory than the record of electric appliance shipments.

Sales of the gas utility industry to ultimate consumers during June totaled 4,180 million therms, an increase of 4.0

SALES OF GAS AND ELECTRIC RESIDENTIAL APPLIANCES

(WITH PERCENT CHANGES FROM THE CORRESPONDING PERIOD OF THE PRIOR YEAR.)

	July, 1954		June, 1954	
	Units	Percent Changes	Units	Percent Changes
RANGES				
Gas	129,000	—18.9	161,100	—3.3
Electric	n.a.	n.a.	98,100	—24.1
WATER HEATERS				
Gas	189,500	+ 9.0	206,700	+14.2
Electric	n.a.	n.a.	73,000	+ 6.7
GAS HEATING				
Furnaces			51,300	+ 3.0
Boilers			6,100	—1.6
Conversion Burners			17,600	—29.0

SHIPMENTS OF GAS AND ELECTRIC DRYERS

	Gas	Electric
May, 1954	9,500	22,100
May, 1953	8,200	32,900
Percent Change	+15.9	—32.8
Five Months Ending May, 1954	65,600	182,300
Calendar Year, 1953	160,000	535,000

GAS SALES TO ULTIMATE CONSUMERS BY UTILITIES AND PIPELINES DURING JUNE

(MILLIONS OF THERMS)

	1954	1953	Percent Change
All types of gas	4,180	4,021	+4.0
Natural Gas	3,954	3,793	+4.3
Other Gases	226	228	—0.7
Twelve Months Ending June 30			
All types of gas	58,540	55,205	+6.0
Natural Gas	55,316	51,958	+6.5
Other Gases	3,224	3,247	—0.7

PERTINENT BUSINESS INDICATORS

(WITH PERCENT CHANGES FROM CORRESPONDING PERIOD OF THE PRIOR YEAR.)

	July 1954	July 1953	Percent Change	June 1954	June 1953	Percent Change
Industrial Activity (1947-49 = 100)	124	137	— 9.5	124	136	— 8.8
Consumer Prices (1947-49 = 100)						
Housing Starts, Non-farm (thousands)	112.0	96.7	+15.8	115.1	114.5	+ 0.5
New Private Construction Expenditures (Millions of Dollars)	2,377	2,218	+ 7.2	2,276	2,187	+ 4.1
Construction Costs (1947-49 = 100)	142.6	136.0	+ 4.9	139.4	134.3	+ 3.8
n.a. Not available.						

percent compared with the same month of 1953. The Association's June index of gas utility sales is 180.2 (1947-49 = 100). Sales during the twelve months

ending June 30 were 58,540 million therms, an advance of 6.0 percent over sales of the previous corresponding cumulative period.

Welcome to GAS INDUSTRY PR CONFERENCE



WHAT ARE YOUR PR QUESTIONS

Questions and answers panel closed Midwest regional conference. Participating were (l. to r.) G. E. Switzer, Propane Service Co.; R. D. Lewis, Laclede Gas Co.; Herbert Nelson, presiding; W. E. Wilson, United Gas Corp.; H. Leigh Whitelaw, GAMA managing director

Midwest talks stimulate PR plans

Organized public relations planning in the gas industry received a powerful stimulus at a special Midwest regional conference in Omaha, Neb., on July 26. With a registration of nearly 250, the conference was the largest regional gas industry meeting of its kind ever held.

Three regional gas associations—Midwest Gas, Blue Flame Gas, and Nebraska LP-Gas Dealers—cooperated with American Gas Association, Independent Natural Gas Association of America and Gas Appliance Manufacturers Association in staging the one-day meeting.

M. B. Cunningham, president of the Midwest Gas Association and superintendent of gas distribution, Iowa Power and Light Company of Des Moines, was chairman. Mr. Cunningham welcomed delegates from more than 30 companies.

"I view this meeting as an essential to industry growth," he declared. "It is an exercise in discipline. It is indulging in self-appraisal, a step I feel we can all be thankful for."

Remick McDowell, chairman of

A. G. A.'s public relations coordinating committee and vice-president in charge of public relations and finance, The Peoples Gas Light and Coke Company, Chicago, stressed that "a service industry such as ours can never take its publics for granted."

"If we are to continue to move ahead, we must tell our tale in bold, clear and forthright terms," he added.

Objective of the new A. G. A. program, Mr. McDowell explained, is "to build greater local and national understanding of the gas industry; to identify its policies and operations with the public interest, and to establish wider recognition of the indispensable role of gas in home, business, and industry.

"You and I know," Mr. McDowell said, "that the gas industry does far more than place pipes in the ground and meters in the homes. We are an essential part of the contemporary American scene. To be effective, our public relations programs must show the public that the gas companies are real citizens of the communities they serve.

"It was to meet this requirement that A. G. A. adopted 'Modern gas service is vital to the progress of YOUR community' as its initial public relations theme for 1954," he noted.

Mr. McDowell also touched on recent action by A. G. A. in coordinating public relations efforts. "Recognizing that the over-all public relations approach should be industrywide, and not insular in scope, A. G. A. has appointed a committee of five gas industry executives to work toward coordination of the Association's public relations activities with similar work of other significant national organizations within the industry. This committee will attempt to avoid duplication and conflict, and achieve an ultimate strong message on behalf of the gas industry as a whole," he explained.

With the use of slides, Mr. McDowell covered specific industry problems and the steps A. G. A. is taking to counter them.

W. E. Wilson, chairman of INGAA's Public Information Program Advisory Committee and director of public re-

lations for United Gas Corp., Shreveport, took issue with those who feel the best interests of the public and the industry would be served by government regulation of natural gas production.

"The simple fact is," he declared, "that regardless of any questions relating to rates—and you can rest assured that in the final analysis competition will effectively take care of that situation—regulation of natural gas production in lines with the accepted concepts of utility control will strangle and stifle the future discovery of gas reserves essential to meet consumer needs.

"This just can't possibly be in the public interest," he continued. "And it is the duty and responsibility of everyone in our industry to use every reasonable, legitimate means available to get that fact across to our customers, employees, business associates, and to the leaders in every category in the communities in which we do business."

Touching on his work with INGAA's public information program, Mr. Wilson asserted, "Those responsible for its creation have kept one cardinal precept always before them. That precept is: No public information program can be a success unless it is concerned with and in the public interest."

"As an example, it is more in the public interest that adequate supplies of natural gas be available to the public at attractive prices than inadequate supplies at bargain prices."

He described the INGAA program

as an integrated approach embracing all segments of the industry.

Kenneth R. D. Wolfe, executive committee chairman, National Council for LP-Gas Promotion, and vice-president of Fisher Governor Company, Marshalltown, Iowa, told of gas promotion beyond the mains.

"The National Council is a very active, going concern," Mr. Wolfe said. "I would like to tell you a little about it so you in the utility and the pipeline end of the industry will know what is being done for the promotion of use by the American housewife of gas beyond the mains. That, after all, is our basic purpose and our basic field.

"It certainly is the type of cooperation that means greater expansion for the entire gas industry because it has proved many times that where we have installed LP-Gas in suburban areas beyond the gas main, later on when the area was sufficiently populated, gas mains came in, took over the job, and we moved our systems further out into the country.

"It is a type of cooperation which is natural and which should be cooperated in by both the public utility gas company and the LP-Gas industry."

Mr. Wolfe described his organization's promotional activities as ones which "protect our immediate interests in the industry" and "help the public utility industry in the long run."

Morris E. Jacobs, chairman of Bozell & Jacobs, Inc., was the luncheon speaker. He was introduced by S. D.

Whiteman, president of Kansas-Nebraska Natural Gas Company of Hastings, Neb., who described the speaker's long association with the gas industry.

Mr. Jacobs called for greater cooperation by all segments of the gas industry—producer, pipeline company, and distributor—for the over-all common good.

"There will always be occasions," he said, "for conflicts of interests, but no occasion should be permitted to arise when any segment of the industry permits any group of circumstances to overwhelm it to the point where actions are taken which, in the ultimate, harm the whole industry.

"Where there is united strength, there is greater respect and esteem—and over-all better public relations as well as governmental relations," he said.

"You have a great story to tell—one of the finest—one of the most dramatic—because of the great importance of your industry to the wellbeing, prosperity and peace of mind of the American public. You have, my friends, almost a sacred trust to bind yourselves tight together to make your industry of maximum service to your country and your fellow man," Mr. Jacobs declared.

"The assignment confronting you is not an easy one. Why do I say that? First, you are confronted by constantly increasing, more severe, government

(Continued on page 46)

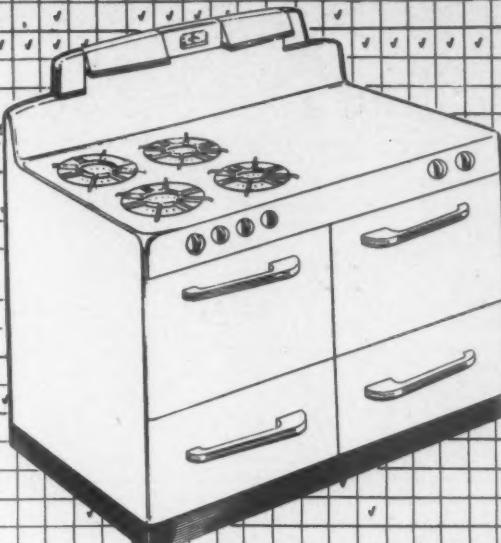


S. D. Whiteman, Kansas-Nebraska Natural Gas Co., introduces speaker Morris E. Jacobs, Bozell & Jacobs, who urged intra-industry cooperation



M. B. Cunningham (left), president of Midwest Gas Association, chaired Omaha meeting. Remick McDowell, right, spoke on A. G. A. activities

Burners Other Than 4	B	B	B	B	B	B	B	B
In Center Burner/Burners:			✓	✓	✓	✓	✓	✓
at Left/Right Cluster	L	K	J	K	R	J	L	
in Cluster			✓				✓	
at Top	d	d	d	d	d	d	d	d
at End Top								
Wall Cooker						✓		
In Griddle	S		T		S	S	✓	S
Stainless Steel Griddle					✓		✓	
Gas Deck:								
Control Knobless	d	d			d	d	d	d
Integrated with Range Top	d							
Door Valves:								
Back Splatter								
Body Push-In Type		✓				✓		✓
Child Safety Locks					✓			
Key Type Safety Shut-OFF								
Universal Ignition Type	d	d	d	d	d	d	d	d
Door Controlled (one burner)								
"Open/On" Indicator Signal								✓
Electric Ignition								
Blue Pilots								
Used as Warming Burner						✓		
Safety Shut-OFF								
Indirect Cooking Top		✓		✓				



Trends in today's gas ranges

By EVELYN KAFKA
A. G. A. Utilization Bureau

Attactive, versatile, convenient! These are the three words which best describe the trend in today's gas ranges.

Gone are the days when it was necessary to store many auxiliary cooking appliances and utensils in valuable kitchen storage space. Thanks to the modernization of the gas range it is possible to do practically any cooking operation on the facilities that are built right into the appliance. Griddles, deep fat fryers, rotisseries, and deep well cookers make possible the preparation of any type of special dish. As a result, the opportunities for increased sales of gas ranges are better than ever.

Several definite trends are revealed by an analysis of the Gas Range Special Feature Chart devised by the American

Gas Association to aid sales personnel, dealers, and consumers themselves. It shows in one convenient form the availability of the most outstanding features of current gas ranges. The initial Chart was released in June 1953 and the second edition has just been printed.

Perhaps the most noteworthy of these trends is the growing number of manufacturers now producing recessed oven, broiler, and top burner units—the so-called sectional ranges. Six manufacturers are currently producing this type range, whereas last year there were only two. These built-in units are not only attractive in appearance but are extremely functional as well. They allow for greater flexibility in kitchen design.

The various sections may be placed in any part of the kitchen and the oven and broiler units may be located at the most convenient height for the housewife.

Top sections come in units of two, three or four burners and may be installed on top of, or set into, kitchen cabinet surfaces.

In addition to the traditional white enamel, recessed range sections are available in a wide choice of colors as well as with chrome, stainless steel, or antique copper finishes. These many advantages are quickly recognized by the homeowner and provide the appliance salesman a wonderful opportunity to sell gas cooking equipment to the new home builder and also anyone interested in kitchen modernization.

The enthusiastic acceptance of the 30 inch range with over-sized oven was apparent to manufacturers almost immediately upon its introduction on the market, as evidenced by the fact that the number of manufacturers now making

(Continued on page 46)



Industrial relations round-table

Prepared by
A. G. A. Personnel Committee

Edited by W. T. Simmons

Assistant to the Personnel Manager
Philadelphia Electric Company

● **Better use of duplicating services**—Employee communications involve frequent use of duplicating services. Some persons responsible for these communications, however, are not familiar with all the duplicating processes available in the company to help improve this condition. The General Foods Corporation of White Plains, N. Y., in its supervisory magazine, reproduced a two-page chart showing the most common processes (mimeograph, hectograph, multigraph, automatic typewriter, multilith, and photo-offset). For each process, the chart gave this information: description, quality, quantity, and time-cost. If interested, write to the company, attention of W. D. Payn, for a copy of this chart.

● **Life begins at 65**—To emphasize the need for employees to plan for their retirement, McKesson & Robbins, Inc. of New York, N. Y., have issued a booklet containing stories about retired employees as well as an article by employee concerning his plans for retirement. Profusely illustrated with photographs, the booklet in size and appearance is an effective take-off on the well-known *Life* Magazine. McKesson & Robbins calls it "Life Begins at 65."

● **Executive physical examinations**—A recent informal quick survey of 28 of the larger gas and electric companies about their plans for periodic physical examinations of their principal executives showed that: 16 companies had such plans; in practically all cases the examinations were made annually and were at the executives' option; examinations were usually by company medical departments or company selected doctors or clinics; costs appeared to run up to approximately \$125 and in nearly all cases were paid entirely by the company; reports were usually given only to the individual or his own physician although company medical directors or presidents were informed of the results in some cases.

The great majority of eligible executives participated in most plans and one company reported the extension of several lives as a result of its program.

● **Subversive groups listed**—The Government Printing Office in Washington has available a list of subversive activity groups. Write for Executive Order 10450. Also through the Government Printing Office there is available House Document 136. This is a guide to subversive activities and costs 35¢.

● **Learn about your company**—There are

many top-notch movies about companies in our industry. They're wonderful for employee indoctrination, and certainly create fine public and community relations.

But here's a different angle to think about: Russ Hadden, assistant personnel director at Federal Bearings Co., Poughkeepsie, N. Y., was given the assignment of turning out a low-budget movie about the company. One of the cost reducing items was to eliminate professional script writers. So representatives of the production, maintenance, sales, inspection, safety, and personnel departments, and of the hourly workers, were called together as a committee of script writers and technical advisors.

Result: a good film and even more important, according to Mr. Hadden, "We learned things about the company and about each other's departments and problems we couldn't have hoped to learn in 50 years." This is communication in a very practical way.

● **Does damp, cold weather mean soaring absenteeism rates in your company?**—If so, here is an idea already proved successful. A system used throughout the entire W. A. Sheaffer Pen Company in Fort Madison, Iowa, requires an absentee slip to be placed on an employee's card when he is absent. This absentee slip must be filled out by the employee and delivered to his immediate superior upon returning to work. The procedure gives the immediate supervisor a chance to talk with the man before the latter returns to his job, and this system has been one of the best tools for reducing absenteeism.

The company provides the best in working conditions for its employees, including: a new modern building, excellent lighting, temperature and humidity control without drafts, plus various employee fringe benefits.

While various preventive measures help cut down on absenteeism, Sheaffer Pen is of the opinion that the problem is a matter of daily supervision. G. E. Mekemson, assistant personnel director, said that it is up to the immediate supervisor "to create the proper atmosphere among the employees under his supervision so that they will make every effort to be on the job on time each working day."

● **NLRB rulings—Certification rule on elections is changed**—The term of a contract becomes a new criterion by which NLRB measures validity of an outside union's challenge to the representative status of a contracting union.

A current decision permitting elections sought by CIO's Electrical Workers and AFL's Metal Engravers at Ludlow Typograph Company, Chicago, where AFL's machinists have held a contract, establishes the rule that a new election may be held

within an incumbent union's certification year if that union's contract (1) expires or (2) may be renewed within the certification year. The three-to-two decision upsets the Quaker Maid rule established in 1946.

Chairman Farmer and Members Rodgers and Beeson, supplying the majority, say it must not be forgotten that the statute is designed primarily to protect the right of self-organization, add that to deny an election where a majority seeks one restrains that right. They view the old one-year rule as Board-made, hence susceptible to change by the Board. Members Murdock and Peterson think the decision will slant employers' thinking toward short-term contracts, and might make duration of agreements one of the "hotly-centered issues at the bargaining table." This may bring fewer contracts executed during the certification year, they say, and "industrial unrest will increase."

● **Arbitration decision—Umpire sustains company in leaving "excess" job vacant**—When the regular complement of men needed to do a job is increased by one "excess" man once a week, because of scheduling difficulties, management need not fill a vacancy left by an absent worker on that day, Arbitrator Ralph Seward rules.

At Bethlehem Steel Company's Lackawanna plant, an absent worker's place usually is filled by promotions within the work crew. But Seward, permanent umpire of company disputes with CIO's Steelworkers, says the precedent doesn't apply when the crew carries an extra employee.

According to the Steelworkers, the extra man is part of the work crew, even though he is part of it only one day a week. Under established practice, the crew should have been brought up to its usual complement of a full crew and an extra man, the union said, when one employee is absent. Instead, the company left the vacancy, claiming that there were enough employees to do the work required.

Seward agrees with management that there was no real vacancy on the shift. The excess man took the vacant place on the regular crew, which provided just the number of men needed for the work to be done and the same number of men as worked on other days of the week. Seward sees no support for the union's claim, saying:

"Management had all the repairmen it needed to do the work; and normal complement of repairmen was on hand, and nothing in the agreement required management to 'make' a vacancy or to assign more men as repairmen than were actually needed."

Union determination of seniority reversed—Arbitrator Arvid Anderson turned down a union attempt to reduce seniority of a supervisor returned to the bargaining unit. *(Continued on page 44)*

What a public utility's working capital should include and its proper effect on rate making

Working capital in rate bases

By W. C. YOUNG

Assistant to the Comptroller
Public Service Electric
and Gas Company
Newark 1, New Jersey

Although working capital may represent only about five percent of the total rate base, its treatment in rate making is a significant guide to regulatory attitude. Recently many commissions have minimized the allowance for working capital by using formulae which do not take into consideration the underlying business factors involved. A "doctrinaire" approach has been substituted in an area where informed business judgment and reasonable management decision should prevail.

Working capital in the accounting sense is usually understood to mean the excess of current assets over current liabilities as found on the balance sheet as of any particular date. It is that portion of the liquid assets, free and unpledged, which a company has available for use in its business.

The use of the term working capital in the public utility field encompasses more than the usual accounting or financial concept. It includes the

amount of capital over and above the amount devoted to utility plant.

Foster and Rodey in "Public Utility Accounting" state: "The working capital is, instead, the total of capital required in addition to that committed in the form of fixed capital or long-lived utility plant." Barnes in "Eco-



Mr. Young has been active in joint A. G. A.-EEI accounting work for several years. He joined Public Service in 1936

Evidence of the amount may be found in the balance sheet, but a series of balance sheets must be analyzed for positive and negative elements over past periods, and future events must also be considered.

The purpose of inclusion of working capital in the rate base is to provide the return necessary to support the investment in working capital. Usually there is an attempt to measure for a particular utility the amount it requires to enable it to carry on continuous and efficient operation. In recent years extensive computations have been introduced in an effort to fix by formula the amount of working capital supplied.

Usually there is a proper relationship between normal working capital and volume of business, which is a matter of experience and judgment. The relationship will vary according to the nature of the business, and this requires that consideration be given to periods of peak demand. In businesses where total capital turns over rapidly, the working capital position is most significant and the amount may represent the major portion of the total investment. Although this is not the case for an electric or gas utility, where total capital turn-over is slow, working capital still plays an important part.

It is obvious that with service being supplied to customers long in advance of billing and collection of revenue, large amounts of working funds are necessary. Also because the nature of the services rendered requires that they

This paper represents a report on a special assignment of the subcommittee on Capitalization of Indirect Costs. It was presented at the National Conference of Electric and Gas Utility Accountants held on April 12-14, 1954 at the Hotel Statler, Boston, Massachusetts. The second part of the paper, which contained some 18 pages of excerpts of recent cases and an index thereto, has been omitted.

nomics of Public Utility Regulation" states in connection with rate making that: ". . . it is not the excess of current assets over current liabilities. Working capital, rather, is an allowance for the sum which the company needs to supply from its own funds for the purpose of enabling it to meet its current obligations as they arise and to operate economically and efficiently."

Section managing committee holds meeting



Members of A. G. A. Accounting Section managing committee pause from their regular semi-annual meeting for a group photograph. Seated at center of front row are A. T. Gardner, vice-chairman, and P. E. Ewers, chairman. Meeting was at Hot Springs, Va., June 17-18

be constantly and immediately available, large supplies of materials must be kept on hand.

In a utility's rate base working capital components may include:

1. *Materials and supplies and other inventories.* The most frequent measure of the amount of capital tied up in materials and supplies and other inventories (such as gas and fuels in storage) has been the average monthly balances for the test year. Hypothetical amounts have sometimes been substituted; for example, a number of days supply of fuel. Merchandise and residual stocks are generally included in those jurisdictions where the profit or loss from their sale is included in the allowed expenses.

The use of the average monthly balances is not very realistic. The requirement is more closely related to the highest normal balance because the excess over the average balances represents capital—no matter how it is supplied—upon which no return would be allowed. In effect there is an imprest fund situation, which at certain times is entirely devoted to inventories and at other times to both inventories and cash. This is particularly true in some gas storage situations. Factors such as rising price levels, peak periods and growth rates should also be considered because they increase or influence the need for working capital. In recent cases very little if any consideration has been given to these factors.

2. *Disbursements made for operat-*

ing expenses prior to receipt of payment by customers. A large component of cash working capital is the amount required for operating expenses of supplying services in advance of payment by customers. This amount can be found by measuring the period during which the expenses are incurred prior to cash reimbursement by the customer. Ordinarily the period begins with the date of rendering service and extends through the dates of reading the meter and billing, up to date of payment.

Billing practices and collection policies will definitely have an effect on the length of this period. The average company with monthly billing may find such period to be about 45 days. For this reason one-eighth of annual operating expenses (excluding depreciation and taxes) is frequently the measure included in the rate base. Taxes are not included in operating expenses because payment by the company for most taxes occurs after the accrual is established. Depreciation is excluded because it is deemed to be a non-cash item.

3. *Prepayments and deferred charges.* These items represent investments of cash upon which a company is entitled to a return through inclusion in working capital and generally comprise the items included in the balance sheet account (taxes, rents, insurance premiums, etc.) and also other items of cost such as labor (vacation advances), rents, dues, etc. charged to expense but paid for in ad-

vance. Deferred charges include such items as gas conversion costs and extraordinary expenses which are being amortized against future income.

4. *Cash required for bank balances.* Such items as minimum balances maintained in depositories for sundry purposes, money constantly tied up in transit (which should perhaps represent several days cash collections and payouts to avoid any semblance of kiting), and working funds of one kind or another should be considered as part of cash working capital.

In recent rate cases there is very little indication of how much consideration has been given to an allowance for this item. There is more justification for assuming that alternative funds from tax accruals, etc., offset the need for the minimum bank balances and cash in transit, than there is for permitting such accruals to offset any other ingredient of cash working capital.

5. *Cash required to meet construction expenditures.* There are very few recent cases where any consideration has been given to the obvious and necessary inclusion of amounts for cash needs to meet large construction programs. With respect to funds needed for normal growth additions, commissions have frequently denied any allowance of cash for such purposes on the grounds that the additional facilities will afford the utility added revenues within a reasonable period of time.

Some commissions have claimed that capitalizing interest during construction reimburses the owners for the cost of construction cash. However, this is not the case as most utilities capitalize interest only on expenditure balances during the construction period. Since new securities are issued under approval by the commission for construction expenditures, the question of possible unwise accumulation of funds for this purpose should not be raised by the commission, and a reasonable amount should be included in cash working capital.

Recently in certain jurisdictions, alternative funds arising from accruals (particularly income and other tax accruals) have been used to offset in whole or in part the need for the working capital allowance. The basis for this reduction rests on the supposition that the payments of most taxes are made in periods subsequent to the accrual with the result that large amounts of cash are on hand. The progressively earlier due dates re-

quired by statute have been recognized so that perhaps 75 percent or more recently 45 percent of the average monthly federal income tax accruals has been deducted from the cash working capital allowance. If pay-as-you-go rules are adopted for federal income taxes as presently contemplated, the basis for the reduction of any accrual will practically disappear.

As in the case of materials and supplies where the average monthly balance is not realistic, the average monthly balance of tax accruals should not be the criterion. If a deduction is appropriate at all, the deduction should be the low point of such accruals during the test period; otherwise the utility would be required to borrow without being reimbursed for the cost of such funds.

The use of tax funds to reduce any component of working capital borders on speculation. It is easy to see how a company with declining earnings would require additional working capital and could get into financial difficulties because of this. In any event, increased risk is introduced; and if tax funds are so used, the risk factor should be recognized by adjustment of the rate of return in order to compensate the existing investors for additional risk-taking and to make new investment attractive.

Recently in a few cases alternative funds arising from current liabilities (particularly federal income tax accruals) have been used to offset the materials and supplies working capital allowance to the extent that such funds were found to be in excess of other working capital needs. This deduction for rate making purposes would appear to encourage speculative financial practices,

and fails to recognize the permanent nature of the material and supplies investment which is not readily convertible to cash. Many commissions have recognized this fact by allowing materials and supplies in full, even though some offset of alternative funds was made to other working capital items.

Perhaps the unsound practice of minimizing working capital in the rate base by using tax funds is again being recognized. Two very recent cases might indicate this.

In some jurisdictions, considerable refinement has been introduced by the use of formulae which purport to measure the need for cash working capital by analyzing the lags involved in payments of all kinds as well as in revenue. Accounts payable, payroll, and other items are examined and average periods of post payment for many items are developed in days. The average expense per day for such items is multiplied by the number of days lag and the result is used as an offset to the amount developed for lag in payment to customers for service rendered.

In one or two cases, the effort by commissions to minimize the cash working capital allowance has even overflowed into the area where a company acts as custodian. Cash amounts representing average withholdings from employees and customers' deposits have been used to reduce the cash working capital requirement.

The need for cash working capital is particularly acute in a business which is expanding rapidly as is the case with an electric or a gas utility.

Until very recently the trend in the determination of cash working capital for rate making purposes appeared to be

the development of mathematical formulae. These formulae have been used as a substitute for management's judgment based on experience and current business factors. The formulae cover a wide area of application. In many cases one-eighth of operating expenses less depreciation and taxes is the starting point from which a percentage of federal income tax accruals is deducted.

In other cases a very detailed analysis has been made of the time-lag both for receipt of revenue and payment of bills. In some cases the application of the formulae has resulted in a negative requirement for cash working capital which has been used to reduce the working capital needs for materials and supplies.

The use of these formulae as a substitute for management's judgment may very well discourage management from keeping adequate working capital on hand. The actual use of cash arising from accruals (particularly federal income tax accruals) for the current working capital needs of the business borders on unsound and speculative business practices. This certainly is true at least from the point of view of the introduction of increased risk.

It is obvious that a company which has paralleled its financial practice to the regulatory approach—and it is not easy to do otherwise if regulation has denied a return on working capital in excess of the amount determined by formulae—will in the event of lowered earnings get into financial difficulties.

This would come about primarily as a result of a decline in earnings and federal income tax accruals, which thereby would create the need for additional

Accountants at work behind the scenes

• While our subject for this month may not jibe strictly with the heading above, this circumstance does point up the diversified activities of the Accounting Section and its members. Beach J. McMillen, service manager, The Cincinnati Gas & Electric Co., is an active member of American Gas Association Customer Relations Committee and is chairman of the joint A.G.A.-EEI subcommittee on customer relations training.

As chairman of this latter group Mr. McMillen has just completed four arduous years in preparing the utility industry's first packaged customer relations training program. This project, which cost more than \$100,000 and many man-hours on the part of Mr. McMillen and his colleagues, puts into one file-holder a complete training manual, five sound slide-films and 100 training booklets—20 each on five subjects.

Armed with this kit, any gas company in the country can embark on a customer relations personnel training program tailored to its own specifications. As Mr. McMillen told the National Conference of Electric and Gas Utility Accountants last April, "The training job is never done. No matter what you had or what you have acquired since as training material, you will need this package. There is nothing else like it."

Beach McMillen has been dealing with customers since he first joined Cincinnati Gas & Electric back in 1928. He served as information clerk, special applications clerk and in 1935 became assistant manager of the service department.

He served in that capacity until he entered the army in 1943 and after training at Camp Wheeler, Ga., was sent to Glasgow, Scotland. From there, Beach toured France and Ger-

many via the Normandy Beachhead route.

After his discharge from the army in 1945, Mr. McMillen returned to Cincinnati Gas and Electric as assistant manager of the Service department. In 1948 he was named service department manager, a post he continues to hold.

Mr. McMillen attended the University of Cincinnati, and is a member of Delta Tau Delta fraternity. He is married to the former Doris Adams, who had been an employee in the service department.



B. J. McMillen

working capital—and this at the time when earnings were low.

Certainly rate increases can relieve this situation in some instances when the value of the service is such that additional income is obtained, but then because of regulatory lag only after a protracted period of time.

No matter how you look at it, the minimizing of working capital in the rate base must have a detrimental effect on the financial health of the business. A business whose financial position is or could be impaired cannot serve the public interest properly. For a utility, financial health and customers' interests go hand in hand. An investor will put his money in a utility only so long as he is satisfied that his return will match, and his money will be as well protected, as in other enterprises having similar risks.

As long as this condition exists capital will flow to the utilities and customers will be assured adequate service at low

rates. It is granted that the working capital component in the rate base is not a major element percentage-wise; however, it is also true that not too many stones have to be removed from the arch before the whole thing tumbles down.

There is no doubt that a utility handicapped by a shortage of working capital will not operate as efficiently as one with sufficient working capital. Without adequate working capital, discounts may be lost, credit is impaired, delays occur because materials are not at hand, advantageous purchases at low prices are restricted and many other difficulties will be encountered. Operating any business without enough working capital is like living under constant threat and is not conducive to good management which should concentrate on the major objective of the business, namely: promotion of efficiency, lowering of prices, and improving service and volume.

Suppose a company which has a large

amount of working capital on hand is able to achieve low cost operations. This could result in the customer obtaining all the benefits of such low cost without payment of a sufficient return on the investment which gave rise to it. This would come about through elimination of some of the working capital in the rate base which in turn could cause a low cost of money computation with a related understatement of the rate of return.

In other words the net effect for the owners would be a double penalty because of efficient management. It is difficult to see how this situation could be called fair. Of course the solution of this inequity can be found in the allowance of adequate working capital in the rate base.

Forward looking commissions realize that the allowance for working capital is an uncertain proposition at best and that mere formulae are not substitutes for informed judgment in rate making matters.

A. G. A.-EEI customer relations training program now available

A COMPLETE PACKAGED customer relations training program, developed for the first time as a joint project of the American Gas Association and Edison Electric Institute Accounting Sections, is now available.

Until now, the gas and electric utility companies have had various training materials available on the subject of better customer relations but never before have they been assembled into an authoritative and convenient form. The material, packed in a portable, permanent file folder, consists of the following:

1. A manual that will serve as a permanent guide book for all those concerned with training personnel in any form of customer relations. This is broken down into five sections, each one dealing with one of the five slide-films. It also contains an instructive guide for conducting successful training sessions, and a bibliography of reference material. This manual is a book of 200 pages, size $8\frac{1}{2} \times 11$, produced in two colors, with

100 line drawings, having a concealed plastic binding, leather bound with section indices. Each section contains complete and detailed instructions for conducting successful and follow-up meetings on its own subject.

2. Cued to the manual are five sound slide-films, each running 20 to 25 minutes, and taking up two sides of a 16-inch record, synchronized with a large cast of voices, sound effects and music. In addition, each slide-film has a silent trailer which contains in visual form questions to stimulate a discussion of the film. The subjects of the films and their titles are:

- A—Principles of Customer Relations—"One Bad Apple".
- B—Telephone Interviews—"Doing What Comes UNnaturally".
- C—Office Interviews—"When You're On Stage".
- D—Field Contacts—"Trouping the Show".
- E—Correspondence—"Nobody Writes Letters Any More".

3. Finally, as part of the training kit, there is a supply of a total of 100 booklets, 20 on each of the five subjects. These are intended to be distributed to employees as permanent reminders of the training material. There are 12 pages in each, size $5\frac{1}{2} \times 8\frac{1}{2}$, in two colors, with ten line drawings, and bound with saddle stitching.

Prices have been set as follows:

Member Companies

First set @ \$295.00 each

Next 4 sets @ 275.00 "

Next 5 sets @ 240.00 "

All additional sets @ 200.00 "

Non-Member Companies

All sets @ \$345.00

Orders should be addressed to Thomas J. Shanley, secretary, Accounting Section, American Gas Association, 420 Lexington Avenue, New York 17, N. Y.

See increased industry participation in PEP sales campaign

a PAR activity

Since the distribution of the brochure on the PEP Commercial Gas Cooking Sales Campaign, commercial sales managers have been busy on details of organization and procedure in adapting locally the sales and promotion program developed by the A. G. A. promotion staff. [For full details, see A. G. A. MONTHLY, July-August issue, page 32.—Editor]

Indications point to a wider industry par-

ticipation this fall because of the successful experience of those companies who conducted campaigns last year. Refinements and new elements incorporated in the program are inducing a number of new participants. High compliment from both outside and industry sources has been paid to the completeness and effectiveness of the program outlined in the campaign portfolio.

While some companies because of local conditions are conducting modified campaigns,

others hold the project in such high regard as to also employ the services of professional sales consulting organizations for assistance in developing prize contests for company and dealer salesmen.

The Hotel, Restaurant and Commercial Equipment Division of GAMA has set up a prize contest open to gas companies who participate in the PEP campaign. Three \$300.00 prizes and achievement plaques are to be awarded.

Largest gas exhibit at Metal Show



A. G. A.-sponsored gas exhibit at 1954 Chicago National Metal Exhibition will be even larger than one shown above

The largest combined gas exhibit ever sponsored by the A. G. A. Industrial and Commercial Gas Section will occupy nearly 4,000 square feet in the National Metal Exhibition to be held in Chicago's International Amphitheater, Nov. 1-5, 1954. Occupying one entire 200 foot side of the large main arena with another group of gas equipment manufacturers along a 100 foot section across the aisle, the A. G. A. Combined Industrial Gas Exhibit with its ten cooperating manufacturers will be again the largest single exhibit at the world's largest trade show.

Always a meeting place for industrial gas engineers, we are sure this year will be no exception. Plan now to attend this show to see the latest in industrial gas equipment and meet with your fellow gas men.

While there is no greater number of cooperating manufacturers in the exhibit this year, many are occupying larger spaces. Due to the show being in Chicago and at a central point for visitors and delegates, some of our cooperating exhibitors decided to expand their exhibits under the Blue Flame Banner, for the 100,000 expected visitors.

The manufacturers of industrial gas equipment who make up the gas area this year are:

American Gas Furnace Company, Elizabeth, New Jersey.

Continental Industrial Engineers, Inc., Chicago, Illinois.

Eclipse Fuel Engineering Company, Rockford, Illinois.

Gas Appliance Service, Inc., Chicago, Illinois.

The Gas Machinery Company, Cleveland, Ohio.

General Controls Company, Glendale, California.

Charles A. Hones, Inc., Baldwin, Long Island.

The C. M. Kemp Mfg. Co., Baltimore, Maryland.

Selas Corp. of America, Philadelphia, Pennsylvania.

The Spencer Turbine Company, Hartford, Connecticut.

As this is the most important trade show for industrial gas, Section members as well as industrial gas engineers who are members of American Society for Metals are urged to attend.

It has been the policy of the Section to hold meetings during Metal Show Week, of our Metals and Industrial Processing Committees whose activities are related to the fields covered by this show.

INDUSTRIAL AND COMMERCIAL GAS CALENDAR

Section Session at the Convention
Atlantic City—October 12

National Metal Congress &
Exposition

International Amphitheater
Chicago—November 1-5

Industrial Gas Breakfast

Palmer House
Chicago—November 3

National Hotel Exposition

Kingsbridge Armory
Bronx, N. Y.—November 8-12

Commercial Gas Breakfast

Hotel Roosevelt
New York—November 10

Top speakers slated for Section's convention meeting



C. C. Eeles

Completed plans of the Program and Papers Committee indicate one of the most interesting sessions of the Industrial and Commercial Gas Section at the convention in Atlantic City. The calibre of

speakers invited to address the delegates and the subjects selected reflect the careful consideration the committee has given to this important audience. The Section will conduct its session on Tuesday, October 12.

Although the pattern of the program is somewhat different from former years, it will begin with a formal luncheon in the Rose Room of the Hotel Traymore. The speaker will be F. Marion Banks, first vice-president, American Gas Association and president, Southern California Gas Company. Always an interesting speaker, this gas industry leader will have a message of importance for all gas men.

Immediately after the luncheon the

Section program will continue with a talk by Clayton S. Cronkright, industrial representative, Public Service Electric & Gas Co., whose subject will be "Industries Build All Loads". Mr. Cronkright is in charge of area development for his company and will point out what steps should be taken to secure, augment and retain valuable industrial loads.

Promising to be one of the best inspirational sales talks ever presented at a convention session will be that of Edwin S. Mack, industrial sales engineer, Chattanooga Gas Company. There has been a lot said about competition and what industrial and commercial gas men should do about it. Mr. Mack has taken the bull by the horns in his own company to sell industrial and commercial gas in the face of overwhelming odds.

He firmly believes that gas men should adopt the premise of "Don't Meet Competition—Be Competition!", the topic he has chosen for his talk. Mr. Mack will show how he has answered this industry bug-a-boo. He is a forceful speaker who has sold industrial and commercial gas in the face of some of the toughest competition to be found anywhere in the country.

The changed pattern of the Section session will be the form of the Chairman's Report. Charles C. Eeles will not render the report of Section activities as such, but will give an address entitled, "Action!". In it he will highlight the Section's educational accomplishments through promotional education, water heating sales education and the commercial school. He also will report on what the Section has accomplished in policy influence by recommendations on firm contract gas and in sales promotion by sponsoring commercial cooking and water heating sales campaigns.

The session will close with a short business meeting to act upon the report of the Nominating Committee, Terry Hart, chairman, which will be followed by the election of officers for the coming year.

Other delegates to the convention besides Section members will be interested in this year's session of the Industrial and Commercial Gas Section because of the emphasis on sales in the talks to be given by the principal speakers. Development of industrial and commercial loads has a beneficial influence all along the line so plan now to attend.

PAR Plan reports on ninth successful year

a PAR activity

NINE YEARS' successful operation of the gas industry's PAR Plan were marked by the release of the Plan's 1953 Annual Report. Sponsored by the American Gas Association, the Plan conducted many phases of gas utility promotion, national advertising and research during 1953, according to James F. Oates, Jr., PAR chairman and chairman of The Peoples Gas Light and Coke Company of Chicago.

Innovations in 1953 were the creation of a four-man staff of PAR field representatives and the early publication of the 1954 PAR Sales Promotion Plan Book. The field staff facilitated better coordination of local utility campaigns with national PAR promotions and advertising schedules, and the Plan Book provided these schedules in ample time for coordination of local campaigns, the report stated.

New also in 1953 was the PAR Educational Service Bureau, which prepares and makes available gas industry material for local school use. The report noted also that work had been completed on a comprehensive blueprint which outlines methods by which local companies can activate dealer-sales programs.

Mr. Oates pointed out that closer coordination between PAR promotion and advertising

schedules was achieved in 1953 than ever before. This led to an increased impact upon the consumer and prospective gas appliance purchaser in the domestic, commercial and industrial fields. National advertising campaigns were run in the residential, architect-builder and industrial-commercial magazines and did much to advance PAR's efforts to pre-sell the mass consumer market and the principal industrial and commercial trade groups.

The report pointed out also that the 1953 national advertising campaign had been strengthened by the American Gas Association's space-sharing program, under which gas appliance manufacturers were encouraged to invest \$1,251,700 in this type of advertising. A. G. A.'s proportionate cost for the program in 1953 was \$552,890.

A diversified utility research program was maintained during 1953, Mr. Oates said. It consisted of 51 projects which accounted for expenditures totaling \$629,585. Of this amount \$395,661 went to gas production research and \$233,924 was devoted to gas utilization research. An additional \$55,000 was allocated to American Standards Association Code Research.

Notable progress was achieved during the year in natural gas production, transmission

Gas breakfast

Highlight of the National Metal Exhibition will be the 18th annual industrial Gas Breakfast, where we have as guests representatives of the metals publications to meet with industrial gas men and equipment manufacturers. This year the breakfast will be held as usual on Wednesday morning at 8:30 in the Palmer House.

A record attendance is expected to hear the guest speaker, Frederic O. Hess, president, Selas Corporation of America. Mr. Hess will give his ideas on where the gas industry ties in with "automation".

and underground storage research, the report stated.

Including subscriptions from Canadian utilities and a special manufacturer contribution for research, a total of \$1,909,282 was underwritten for PAR utility activities in 1953 by gas companies serving 66 percent of all gas customers. This sum was augmented by \$245,827 from the sale of PAR promotion and advertising material, and by pipeline company subscriptions totaling \$152,893. Total expenditure for the year was reported at \$2,284,380.

When gas is struck, much depends on the first field measurement of the newly flowing gas. Here's how experts do the job

How to measure an open flow

By A. H. RESCHKE

Superintendent of Gas Measurement
New York State Natural Gas
Company, Pittsburgh, Pennsylvania

The first measurement when a new well is drilled, shot or blown in is the open flow measurement. This is the proof of the pudding, the long awaited end result of a two to three month grind more than 6,000 feet into the earth's bowels.

Everyone connected with the gas field awaits the open flow figure. If it is large, it means more future stock sales to the promoter; to the drilling companies, the thrill of a job well done and the possibility of its being the field's largest producer; to the land owner, sudden wealth; to the gas company, more gas to sell to eager markets; to the state, more revenue and employment.

The open flow measurement must be accurate. If a large producer is indicated where only a small producer actually exists the promoter may sell a lot more stock to misinformed people; the land owner might buy a new Cadillac he can't afford; the gas company may install more expensive measuring and transporting equipment than necessary. To insure accuracy the gas company has a specially trained man, known as a scout, make this measurement.

The following procedure is employed in making the open flow measurement: The well is allowed to blow fully open to atmosphere for approximately six hours to assure a stable open flow condition. A pitot tube with a mercury manometer is used to determine the volume of flow. The following precautions should be made:

(1) The pitot tube should be held at the exact center of the pipe with the tip exactly in the plane of the opening of the pipe.

(2) The pitot tube should be held in place by some stable mechanical device



Author's article is first of series on large volume measurement problems

such as pipe clamps or flow nipple.

(3) The approach to the pipe opening used for the open flow measurement should be at least eight pipe diameters of uniform straight pipe, free of any valves or fittings. The pipe should be commercially smooth and free from blisters, burrs, scale, etc.

(4) The gravity of the gas should be determined and the correction factor to .65 gravity calculated.

(5) The temperature should be determined and if it varies greatly from 60 F a factor should be calculated.

For small wells, a water-filled manometer is used that can be read to .1 inches velocity head. For larger wells a mercury filled manometer is used and for very large wells a bourdon tube type pressure gage of 10 or 15 psi range is used. The pressure gage is not very accurate, but it gives close enough accuracy in measurement to be used for sizing measurement and transporting equipment.

The determination of flow from this velocity head is made by using an Appalachian Geological Society table of open flow capacities of gas wells. Velocity head in increments of .1 inches versus tubing size on table below indicates the uncorrected flow. The necessary gravity, Super-X and temperature factors must be applied for the actual flow. This table was computed from the formulae of Walter Reid.

$$Q = 33.33d^2 \sqrt{W}$$

or

$$Q = 122.98d^2 \sqrt{M}$$

or

$$P \text{ less } Q = 175.44d^2 \sqrt{P} \\ \text{than } 15 \text{ psig}$$

$$P \text{ greater } Q = 22.82d^2 (P + 14.7) \\ \text{than } 15 \text{ psig}$$

d = I.D. of pipe in inches

W = Velocity head in inches water

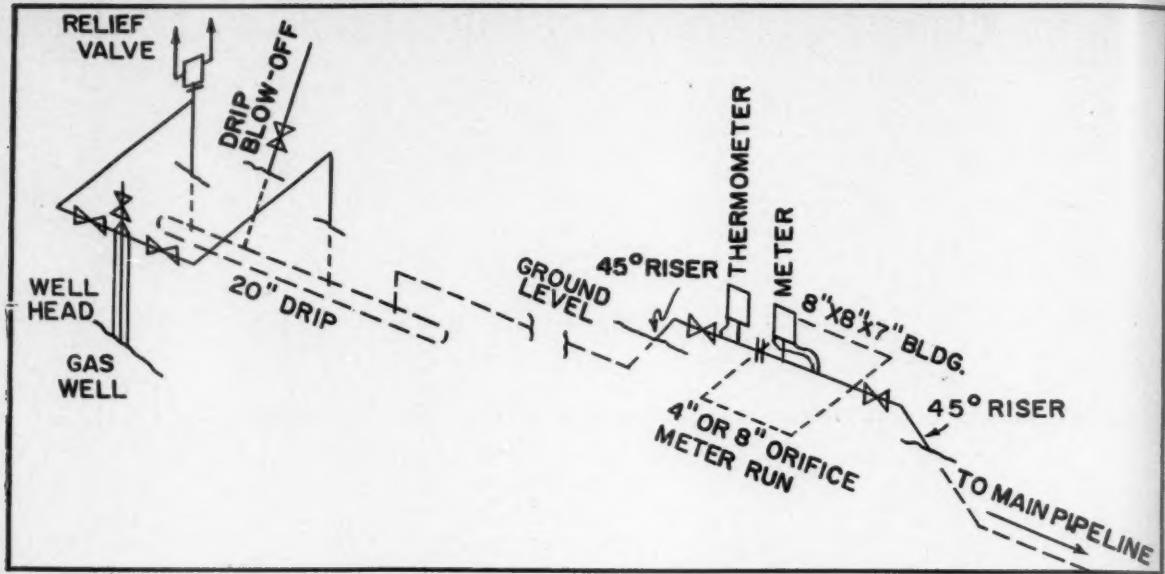
M = Velocity head in inches mercury

P = Velocity head in psig

Q = Rate of flow in MCF per 24 hrs. at 14.7 psig 60 F, .65 gravity

The biggest difficulty in measurement by this method is reading the differential or velocity head due to the pulsation in the flow. The pulsation is very large when the well has fluid in it.

With all the precautions to assure accuracy there are many wells that are



Schematic drawing of well head, drip and typical measuring station

gaged for open flow by the promoters and reported as much larger producing wells than they actually are. This often results from installing an 8-inch orifice joint assembly where a 4-inch would do a better job. For good measurement the orifice diameter to pipe diameter ratio should not be less than 1 to 4. In many cases the 8-inch assembly has to be replaced by a 4-inch. This is costly to the gas company.

Once a well is measured for open flow the necessary material for metering is moved to the well site and installed. The side line from the well to the main pipeline is connected and metering starts. A typical metering installation is shown in schematic sketch on this page.

However, gas measurement problems are not over yet. Handling high pressure gas is risky business. Well rock pressures run as high as 4000 psig and normal main line pressures somewhat under 1000 psig. The main lines, drips and measuring equipment will operate safely at 1000 psig. Pressure relief valves are placed at the wells to pop at approximately 1100 psig which is still within the safety limits of the equipment.

A man has to be especially careful to close the well gates first and open them last anytime he works around the equipment. When working with up to 4000 psi only one error is allowed.

The most trouble encountered in metering a gas field comes from formation of hydrates. Hydrate blocks or freeze-offs at extremely high pressure can occur at

relatively high temperatures. One generally thinks of hydrates freezing-off gage lines, valves and pipelines at or near the freezing point of water. Checking a hydrate graph you find that they drop out of high pressure gas at temperatures as high as 90 F or higher.

Measuring high pressure well production brings this home forcibly. Straightening vanes freeze solid; orifice joint assemblies freeze solid; orifices in orifice plates gradually close off with freezing hydrates; relief valves do not operate; pipelines freeze-off at low points or near elbows or risers, and gage lines freeze solid.

What can be done? Let's take these conditions one at a time.

Straightening vanes. These usually freeze solid with hydrates when the flow is stopped. The best results have been obtained by removing straightening vanes and allowing enough straight pipe ahead of orifice to give good measurement.

Orifice joint assemblies. It was found that a 2-inch run could not be kept in good operating condition. Four-inch runs were used except where the flow was large enough to warrant an 8-inch. The larger piping stopped some of the freezing trouble, but in some cases the orifice runs would freeze solid, usually when they were shut off for plate changes or inspections.

Lower temperatures resulted in more freezing so the wells were fed wide open where possible. This allowed the gas

sand to actually do the throttling where the ground temperature was high enough to heat the gas back to 60 to 90 F. This eliminated most of the freezing near the wells on orifice runs, piping, valves, drips and relief valves as long as the flow of gas was uninterrupted.

In case of freezing when the orifice runs were shut off alcohol was pumped into a 2-inch blow-off opening on the run. This is a ticklish job. A block of hydrates a foot long can hold a pocket of high pressure gas in the piping when the rest of the piping is open to atmospheric pressure. This block may suddenly let loose when a man is removing a plate or working on other metering equipment.

If proper precautions are taken these high pressure pockets are small and when released only scare the life out of the meterman. If proper precautions are not taken severe injury to the man and equipment will be the result.

Orifice plates. The best answer to this kind of freeze-off is frequent inspection. The orifice closing causes the differential to increase. This can generally be noted on the meter chart unless the well drops off in volume at the same time. Any gradual rise in differential calls for an orifice plate inspection, in some cases two or three times a week. Dropping alcohol into the meter run ahead of the orifice plate retards the formation of hydrates, but is expensive.

Gage lines. Hydrates form in the
(Continued on page 44)

Blackstone Valley's two-month rental drive adds as many water heaters to lines as are sold normally in full year

Rentals build water heating load

By JOHN E. PEMBERTON

*Sales Manager
Blackstone Valley Gas
and Electric Company*

What Blackstone Valley Gas and Electric used to feel that the annual job we did on new gas water heater installations was pretty good—and, as far as straight selling is concerned, it was.

But after we completed our conversion to natural gas late last March, we had to find a way to build new gas loads fast. We lifted our gas heating restrictions in January, but missed the better part of the heating season. Water heating load looked like our best bet. For that reason we introduced a straight rental plan for automatic gas water heaters at the beginning of our annual May-June water heater activity.

Today we have a drastically changed opinion about what constitutes a good job of securing new water heating installations in our territory. Our rental plan produced initial results far beyond our greatest hopes. We believe that we added new residential gas load during May and June at the fastest rate in our company's history. During those two months we sold 346, and rented 906 automatic gas water heaters. The total of 1,252 represents 3 percent of our residential gas meters.

The rental plan was started on May 1 to coincide with our major water heating campaign which we conduct annually during the months of May and June. During these two months we normally sell about one half of our yearly output

of water heaters, which has been averaging about 1,000 units.

Personnel of other companies whose plans we investigated before launching our own said, "if you try to think out every little detail and problem involved in a rental plan before you start—you'll just never get started." There



Rental plan success revised Mr. Pemberton's ideas on water heating potential

seems to be some truth in this because the problems are endless. We still run into plenty—soot-filled chimneys, low pressure water systems, landlords who flatly refuse to let a plumber cut a hole in a ceiling to run piping, aged cold water lines that plumbers dread cutting into, etc. *ad infinitum*.

Before launching our program we settled very clearly on the broad outline—the monthly charge, accounting procedures, a legally valid lease agreement, extent of piping cost we would absorb,

whether or not we would handle faucets, etc. But we found that the program required extremely close supervision during the first several weeks while numerous unforeseen problems popped up in tremendous numbers.

Members of our Water Heating Department devoted countless hours of their own time during those first few weeks to straightening out a variety of situations and keeping the plan on an even keel. They found it necessary to hold several meetings with our salesmen to lay down further ground rules on the operation of the plan and to keep them advised of the decisions they were making on the handling of problems that seemed to recur most frequently.

By the latter part of May the confusion had cleared away and the plan was rolling in great shape. By the end of June the figures had smashed through our most optimistic prediction.

The Blackstone Valley Gas and Electric Company is a combination company with approximately 57,000 residential electric meters and 41,000 residential gas meters. The area it serves is the highly industrialized northern section of Rhode Island. By and large, the communities in this area grew up as typical mill towns with large numbers of tenement houses.

One of several factors contributing to the success of our rental plan is the fact that our market has certain characteristics into which a rental plan fits very neatly. Making automatic water heaters available on a rental basis filled a very real need which still existed in spite of our determined, long-range efforts over many past years.

We have always been aggressive in trying to build our gas water heating load. In years gone by we pioneered a small, gas-fired, instantaneous water heater which was installed right at the faucet. These faucet-type water heaters (a good number are still in existence) were for thousands of families their first introduction to any system of heating water other than in pans on top of the stove. In order to foster the use of storage type water heaters among our large low-income group, we adopted more than 15 years ago a set of flat rates for water heat-

ing by means of slow recovery water heaters. These rates are still in effect.

The greatest obstacle to the volume sale of automatic gas water heaters in our market is the very high ratio of rent-paying tenants to home owners. The heavy concentration of tenement houses provides us with a market in which there are many thousands of cold water flats with no form of hot water piping. Our own estimate at the beginning of this year showed that nearly 50 per cent of our gas customers still had no adequate means of heating water.

For many years now, our most potent tool in selling automatic, storage-type water heaters to this class of customer has been our special flat rates for gas water heating service. These flat rates give a limited type of service for a definite monthly cost. We use several different sizes of limited-input burners to accomplish this. The lowest of the flat rates is a monthly charge of \$2.25 for unmetered gas service with a burner which allows three cubic feet of 1030 Btu natural gas per hour.

Of course, in our over-all picture, our primary emphasis has been on the sale of quick recovery water heaters on regular metered service.

We also have a unique sales organization built around what we call our "District Representative Plan." A district representative is both a salesman and a meter reader. One of his primary functions is to read meters, collect payments, follow up on overdue accounts, satisfy complaints, and generally act as goodwill ambassador for the company to the average of 1400 residential customers in his district. All of this is of direct concern to our Accounting Department, and for this part of his work he receives a base salary.

Beyond this, he is a salesman and the better part of his income is derived from commissions on the sales of gas and electric appliances for residential use. He works in a "protected" territory as far as this company's sales are concerned. This territory corresponds to the district in which he reads meters. Most doors are opened readily to him since he goes there to read the meters and to handle problems or questions of any nature concerning the company.

On the other hand, he is under strong obligation to do his selling on a sound basis since he comes face to face with these same people every month. Over the years this combination has worked to create a fine selling organization that has done much to build our residential load and to create acceptance for the many new appliances which have been introduced since the inception of the plan in the late 1920's.

We have 43 district representatives in the field, covering the entire area we serve, in addition to a group of sales floor personnel working in our stores in the cities of Pawtucket and Woonsocket.

With complete coverage through our district representative system, our flat rates, and our year-round emphasis on



Ads above show course of water heater rental campaign, from teaser ad to "get on list" ad as supply ran out. At bottom is sample of bill stuffer used in direct mail campaign

water heater sales, we have achieved a volume of approximately 1,000 water heater sales per year over the past several years. With this apparently established as our regular "pattern", it seemed obvious that any significant increase in annual water heater installations would have to come from a drastic change in our approach. And the target, of course, would have to be the families with no means of automatic water heating.

For several reasons Blackstone Valley Gas and Electric decided on a straight rental plan. We had already had experience with a rental-purchase plan which we operated from 1933 to 1940. We knew of "free trial" plans which had been unsatisfactory. We investigated the straight rental plans of other companies. And always we had to face the fact that one of our biggest problems was the utter lack of hot water piping in most of the tenements where the potential growth of our water heating load lay. Tenants are reluctant to make a capital investment in something which enhances the value of property they do not own.

Our final decision was to set up a straight rental plan. This meant taking a 30 gallon gas water heater and a substantial amount of hot water piping, wrapping both up in a single package, and offering this to our customers with no obligation on their part other than the payment of a low monthly rental fee.

From a customer's viewpoint, he can now enjoy all the benefits of automatic hot water simply by renting a water heater from us for \$2.00 a month, plus the cost of the gas used to operate it. He signs a lease agreement to this effect. His landlord signs a landlord's consent which, among other things, allows us to remove any other form of water heating equipment which may be in use. In a few days a brand new water heater, to which is riveted a metal plate stating that it belongs to the Blackstone Valley Gas and Electric Company, is delivered.

In the meantime a plumber to whom we have farmed out the installation may have called to look the job over and sell the customer whatever type of faucets he wants. (We do not include faucets in our rental plan.) The customer is also given his choice of operating the water heater on regular metered service or on one of our flat rates. (The schedule of commissions we pay to our salesmen puts strong emphasis on regular metered service and, as a second choice, on the larger flat rate services.)

From a plumber's viewpoint (we are fortunate in having extremely good working relations with most of our plumbers, thanks to many years of hard and diplomatic work with them on the part of our Water Heating Department), there has been a substantial amount of unexpected installation business suddenly dropped in his lap. And there is plenty of opportunity for extra profit in selling such things as faucets and work over and above what this company is willing to pay for.

We have definite limitations on the number of outlets for which we will put in the piping at no cost to the customer. Anything the customer wants beyond this is a matter for direct dealing between him and the plumber to whom we assign the job. How many additional risers and faucets the plumbers put in during our two month drive as a result of dealing directly with people renting water heaters is something we have no way of knowing.

We do know that some plumbers were much more aggressive than others in going after the additional profits available from this source. We hope that much additional piping went in, particularly to second and third floors, because in time this could strongly influence family habits in the use of hot water among tenement-renting people. Ultimately, of course, this could be a very healthy thing for our gas load.

From the viewpoint of the company, initial results with this straight rental plan have been very satisfactory. Apparently our straight rental plan, including, as it does, the installation of a substantial amount of hot water piping at no cost to the customer, is a "natural" for our market. Customers applying for rentals have even made such statements as "I'm so glad your company is making water heaters available to us."

For this company the plan also means a sizeable financing job. The cost of these rental water heaters together with safety relief valves is being capitalized and carried in a plant account—Consumers' Premises Equipment. Our plan is to depreciate the heaters over a period of 8 1/3 years, or 100 months, at a rate of one percent per month. A reserve representing 100 percent of the amount charged to this account will be created through increased monthly accruals to Depreciation Reserve in an amount equal to one percent of this plant investment.

The cost of deliveries and installations

will be carried on the books as Other Deferred Debits. The cumulative cost of such installations will be amortized at the rate of one percent per month to coincide with the rate of retirement from plant of the heaters and also with the period over which our total costs are to be recovered through rental receipts.

Water heaters removed from customers' premises will be retired from plant. In such cases the unamortized balance of the cost of installations will be charged against current operations. Rental reserve, depreciation expense, amortization of installation costs, and incidental labor and expenses in connection with water



"Island" floor display in company store was found very effective in stimulating interest

heater rentals will show up in reports under Other Utility Operating Income—Miscellaneous Rent Income. Commissions and advertising expenses are being charged to current New Business Expenses.

In 100 months we will have rental receipts of \$200, at a rental of \$2.00

monthly, for each heater which stays in service for that period. By this time the heater will be completely depreciated and we will have recovered more than our entire direct expenses including investment in the heaters, delivery and installation costs, sales commissions, etc., plus an allowance for removal of heaters from rental before full amortization.

We have not found that the interest generated in automatic water heating has worked to increase our direct sales. However, the rental plan has had very little, if any, detrimental effect on our sales. The result is that practically all of these rental installations have been plus business from the standpoint of their effect on our gas revenues. Sixty-one percent of these rentals have gone in on regular metered service and the balance on our several flat rates.

Since we knew that most of our rentals would involve piping, we drew up a complete list of the types of installations for which we would absorb all piping costs and gave this list to our salesmen and to all plumbers involved. This makes it easy for the salesman to explain to a customer exactly what he is getting and it leaves no room for argument with plumbers on this score. No salesman is allowed to deviate from this list without an O.K. from his supervisor. The list is as follows:

All types of replacements. The rental heater is located in the cellar and the hot water line run to whatever point is necessary to tie in to the existing line.

First floor jobs. Connections to three fixtures, or to two if one is in an ell.

Second floor jobs. Connections to two fixtures, or to one if it is in an ell.

Third and fourth floor jobs. Connection to one fixture.

Cottages. Connection to three fixtures if all are on the first floor, to two if one is in an ell, or to two if one is on the second floor.

All piping is run as exposed piping. If a landlord feels strongly enough about wanting concealed piping, he can get it by paying the plumber for the additional cost involved.

Up until eight or ten years ago, when we began to wean the public away from it, a common practice was for people in this area to furnace-connect gas water heaters and run them on gas during the summer months only. This method of operating a water heater is not much

help, of course, in building load.

We could see the strong possibility of a somewhat similar situation arising under our rental plan since most of these cold water flats have no central heating and tenants rely on room heaters or combination ranges for their heat. Many combination ranges feature hot water coils in the firebox.

For this reason we inserted in our lease agreement a provision to the effect that the water heater is leased to the customer on a year-round basis and not for seasonal use. We put teeth in the provision by setting up a reinstallation charge of \$10 for anyone who applies to rent a water heater at the same address any time within 12 months after terminating the present agreement.

Use newspapers

Since we have two daily newspapers that give us very thorough coverage of our market, the major portion of our advertising budget goes into newspaper advertising.

We kicked off our plan with several 900-line announcement type advertisements, playing up in very bold type the word RENT. These announcement ads were preceded by several insertions of a small teaser ad that read "What can you RENT for \$2.00 a month?"

There was an immediate response to the opening ad of the campaign. The first ad broke on a Friday night and by the time the office opened on Monday morning we already had several lease agreements signed and ready for action.

Following the announcement ads we kept up a pace of one or two ads per week straight through the two months.

At one time shipments of water heaters from the manufacturers fell so far behind that we wrote a "HURRY" ad, urging people to reserve a water heater in their name for installation as soon as available. In this ad we inserted a short apology to those people who found themselves involuntarily on the waiting list. This simple apology gained us a lot of goodwill from our own salesmen who were being harassed by customers demanding to know why they did not get the water heater they had signed for.

We also turned out a two-color bill stuffer, explaining the rental plan in simple terms. This was a colorful piece in red and black on glossy white stock.

We mail our bills in envelopes and so are able to circularize our entire list of

customers this way. Production snags delayed the bill stuffer, but it finally went out during the billing cycle in June.

We used both window and in-store displays to promote the rental plan. Perhaps the most effective of these was an in-store display consisting of two water heaters placed back to back and a large sign which could be read from either side set between and slightly above them. This was set up as an island display.

We had pressure-sensitive stickers made up to go on all rental heaters in addition to the metal ownership plate which we rivet to the shell. The sticker is much larger, is printed in blue, and is really more of an advertising piece than ownership identification. The sticker is not placed on the water heater until after it is installed. It is then positioned for maximum visibility in the cellar, the idea being that one rental water heater in a tenement house is very likely to "sell" two or three more rentals in the same house.

These stickers are given to the district representative two or three weeks after the customers start using their new heaters. They call on the customers to see if everything is satisfactory before placing them on the water heaters, and ask at the same time if the customer knows of anyone else in the neighborhood who is interested in renting a water heater.

It is our standard practice to back up promotions with contests featuring attractive prize money. Since this particular contest was set up with the amount of the prize money based on the size of the job done, and since the results hit an all-time high for us, our salesmen's commission earnings were substantially increased by their prize money winnings.

We naturally expect a considerable falling off in volume of rentals from the pace established in the first two months, although the momentum gained from the campaign should be of considerable help in our continued efforts to keep the ball rolling. Plans for other sales promotions, particularly on gas space heating in the early fall and winter months, will materially affect the time available for pushing rentals.

We do, however, feel that the plan thus far has proved to be one of the most profitable load building activities we have ever undertaken. It is our intention to continue to devote as much attention to it as time will permit in order to roll up a real impressive total by the end of the year.

Industry news

"Financial World" honors annual reports

SCORES OF COMPANIES in the gas industry have been honored with merit awards by *Financial World*, national investment magazine, for producing informative annual reports. The winners of the merit awards are now being judged for further honor: the coveted bronze Oscar of Industry, which will go to only 100 of the original 5,000 contest competitors.

In this fourteenth annual competition, the following companies in the industry were cited:

Natural and manufactured gas—Alabama Gas Corp.; Arkansas Louisiana Gas Co.; Arkansas Western Gas Co.; Atlanta Gas Light Co.; The Brooklyn Union Gas Co.; Chattanooga Gas Co.; The Columbia Gas System, Inc.; Commonwealth Natural Gas System; Consolidated Gas Utilities Corp.; Consolidated Natural Gas Co.; Empire Southern Gas Co.; The Greenwich Gas Co.; The Hartford Gas Co.; Honolulu Gas Co. Ltd.; Houston Natural Gas Corp.; Kansas-Nebraska Natural Gas Co.; Laclede Gas Co.;

Lone Star Gas Co.; Midsouth Gas Company. Also, Minneapolis Gas Co.; Minnesota Valley Natural Gas Co.; Mobile Gas Service; Mountain Fuel Supply Co.; National Fuel Gas Co.; New Jersey Natural Gas Co.; North Shore Gas Co.; Oklahoma Natural Gas Co.; Pacific Lighting Gas Supply Co.; The Peoples Gas Light and Coke Co.; Pioneer Natural Gas Co.; Portland Gas Light Co.; Providence Gas Co.; Rio Grande Valley Gas Co.; Seattle Gas Co.; South Jersey Gas Co.; Southern Production Co.; Southern Union Gas Co.; Union Gas Co. of Canada; Union Gas System; United Gas Corp.; United Gas Improvement Co.; Washington Gas Light Company.

Bottled and liquefied gas—General Gas Corp.; Metrogas, Inc.; Suburban Propane Gas Company.

Household equipment—(washers) Hamilton Manufacturing Co.; Maytag Co.; Whirlpool Corporation.

Machinery—American Meter Co.; Rockwell Manufacturing Company.

Material handling—Bowser, Inc.

Metal products—Walworth Company.

Pipeline supply—Blaw-Knox Co.; Colorado Interstate Gas Co.; Dresser Industries, Inc.; Worthington Pump and Machinery Corporation.

Pipelines—Alabama-Tennessee Natural Gas Co.; Canadian Pipe Line Co.; East Tennessee Natural Gas Co.; El Paso Natural Gas Co.; Interprovincial Pipe Line Co.; Northern Natural Gas Co.; Panhandle Eastern Pipe Line Co.; Southern Natural Gas Co.; Tennessee Gas Transmission Co.; Texas Eastern Transmission Co.; Texas Gas Transmission Co.; Transcontinental Gas Pipe Line Company.

Public utilities holding companies—American Gas & Electric Co.; Central & South West; Middle South Utilities; New England

Electric System; New England Gas and Electric Association; Southern Co.; Texas Utilities Co.; West Penn Electric Company.

Public utility operating companies—Arizona Public Service Co.; Central Hudson Gas & Electric Co.; Central Illinois Light Co.; Central Illinois Public Service Co.; Coast Counties Gas & Electric Co.; Connecticut Light & Power Co.; Connecticut Power Co.; Consolidated Edison Company of New York, Inc.; Consolidated Gas Electric Light and Power Company of Baltimore; Consumers Power Co.; Delaware Power & Light Co.; Florida Power & Light Co.; Fitchburg Gas & Electric Light Co.; Iowa-Illinois Gas & Electric Co.; Iowa Power & Light Co.; Iowa Public Service Co.; Kansas Gas & Electric Co.; Lake Superior District Power Co.; Long Island Lighting Co.; Louisville Gas & Electric Co.; Michigan Gas & Electric Co.; Missouri Utilities Co.; Montana-Dakota Utilities Co.; Montana Power Co.; New Orleans Public Service Co.; New York State Electric & Gas Co.; Niagara Mohawk Power Company. Also in this category: Northern Indiana Public Service Co.; Northern States Power Co.; Oklahoma Gas & Electric Co.; Pacific Gas & Electric Co.; Philadelphia Electric Co.; Public Service Company of Colorado; Public Service Electric & Gas Co. of Newark, N. J.; Rochester Gas & Electric Co.; Rockland Light & Power Co.; San Diego Gas & Electric Co.; Southern Indiana Gas & Electric Co.; Southwestern Gas & Electric Co.; Tucson Gas, Electric Light & Power Co.; Wisconsin Power & Light Co.; Wisconsin Public Service Company.

Stoves, beaters and furnace manufacturers—Affiliated Gas Equipment; Bell & Gassett Co.; Coleman Co., Inc.; C. A. Durham Co.; Holland Furnace Co.; Iron Fireman Manufacturing Co.; Preway, Inc.; Rheem Manufacturing Co.; Ruud Manufacturing Company.

GAMA provides study of gas industry construction

A DETAILED PICTURE of the projects, companies and communities involved in the multi-billion-dollar expansion program of the nation's natural gas industry is presented in the 1954 supplement to the "Natural Gas Construction Data" studies, published by the Gas Appliance Manufacturers Association.

It shows how Federal Power Commission approval during the past year of more than 6,000 miles of pipeline construction will bring new or additional natural gas service to 104 cities of more than 50,000 population. It also provides similar data on applications

now before the FPC which will involve an additional 10,264 miles of pipeline construction which is expected to cost more than \$3,500,000.

H. Leigh Whitelaw, managing director of the association, said the study was made to provide banks, insurance companies and investment houses with information about the expansion of the natural gas industry.

The GAMA brochure lists the 104 cities which will receive new or additional natural gas services, as well as the names and addresses of the pipeline and operating utility

companies participating in pipeline construction approved from July 1, 1945 through January 1, 1954. It details the mileage, cost, line sizes, estimated steel line pipe tonnage, compressor horse power, FPC docket numbers and purpose of pipeline projects authorized, completed or pending from July 1, 1945 through May 31, 1954.

The brochure is available at \$2 per copy. The basic 1953 edition is also available at \$1 per copy. Both may be obtained from the marketing and statistical department, GAMA, 60 East 42nd St., New York.

Eighth yearly "Gas Facts" off the press

"GAS FACTS," the eighth annual statistical yearbook of the American Gas Association is now available for distribution. Retaining the same format as previous editions, the volume presents all available and pertinent quantitative data relating to reserves, production, transmission and distribution, underground storage, customers, sales, revenues, financial results, construction expenditures, employees, and prices. Statistics include both those compiled by the Association and data developed by other organizations and reproduced in this volume.

A survey of previous subscribers was used

to introduce certain modifications intended to increase the usefulness of the publication. The scope of data relating to natural gas production and exploration, and to the composite financial experience of the gas utility industry has been increased, while statistics relating to the production of manufactured, mixed, and liquefied petroleum gas have been de-emphasized as these gases assume a position of lesser importance within the industry.

Copies are available from American Gas Association, 420 Lexington Avenue, New York 17, N. Y. at \$2.00 each for the first five copies and \$1.50 for each additional copy.

Accountants elect

ROY F. MILLER, Eau Claire, vice-president and treasurer, Northern States Power Company of Wisconsin, was elected chairman of the Accounting Section, Wisconsin Utilities Association at the annual meeting held at Lake Delton, June 28-29. He succeeds E. Gordon Black, vice-president and treasurer, Milwaukee Gas Light Company.

Fred O. Harbrecht, Milwaukee, assistant to the vice-president and controller, Wisconsin Electric Power Co., was elected vice-chairman, succeeding Mr. Miller.

Highlights of cases before Federal Power Commission

Rate cases

● **Amere Gas Utilities Company:** The FPC has accepted a rate schedule reducing by \$19 thousand the \$28 thousand annual wholesale rate increase proposed by Amere for natural gas sales to Bluefield Gas Company. Over-all production and transmission costs as set forth in the settlement were determined on a 6 1/4 percent rate of return.

● **Colorado Interstate Gas Company:** A proposed annual wholesale natural gas rate increase of \$10.3 million, equivalent to 42 percent, has been filed with the FPC. The proposed increase which is over and above the \$6.5 million increase now being collected subject to refund would affect 12 wholesale customers in Colorado and Wyoming. The company bases its rate increase request principally on the substitution of fair value for its gas in lieu of actual production costs of such gas, and is asking a 6 1/2 percent rate of return.

● **Kentucky-West Virginia Gas Company:** The FPC has approved a rate settlement providing for an annual increase of \$923 thousand in place of the proposed \$1,025 thousand increase which would have represented an increase of 21.4 percent. The new rates apply to sales to Equitable Gas Company and to Louisville Gas and Electric Company and permit a six percent rate of return on net investment rate base for the calendar year 1955.

● **Lake Shore Pipe Line Company:** A proposed \$114 thousand wholesale increase, equivalent to 17 percent, has been suspended by the FPC. The increase is intended to recover the increased cost of gas which Lake Shore purchases from Tennessee Gas Transmission Company under a proposed increase of the latter pipeline which has also been suspended. Lake Shore supplies three wholesale customers in northeastern Ohio: Lake Shore Gas Co., Lake County Gas Co., and The City of Painesville.

● **Manufacturers Light and Heat Company:** The FPC has ruled that a rate increase of \$2.2 million collected under bond between November 1, 1952 and October 24, 1953 did not meet the company's cost of service during that period and the company will be allowed to retain the full amounts collected. A second proposed increase totaling \$1.3 million annually which went into effect subject to refund last October 25 has been reduced to \$317 thousand on an annual basis. (In a concurrent action the affiliated Home Gas Company was directed to file new tariff sheets reducing requested increases of \$1.7 million over the rates in effect prior to November 1, 1952 by approximately \$550 thousand per year.) Both decisions permitted 6 1/4 percent rates of return with the FPC refusing to include as a cost of service the federal income tax which would have been effective if the company had not been part of the Columbia Gas System with its consolidated tax return.

● **Michigan-Wisconsin Pipe Line Company:** The FPC directed the company to reduce by approximately \$4.8 million proposed wholesale natural gas rate increases totaling \$7.6 million per year. The higher amounts had been collected, under two separate rate applications, since October 1, 1951 and December 12, 1952 and it is estimated that the refunds occasioned by the current action will aggregate approximately \$8.3 million. The Commission allowed Michigan-Wisconsin a six percent rate of return in determining the company's cost of service but refused to recognize an adjustment in the unit price paid to the supplier to reflect minimum wellhead prices established by the Oklahoma Corporation Commission and also refused to allow as working capital a \$1.5 million bank balance included by the company.

The Commission refused to allow in determination of company's cost of service—an escalator clause contained in gas purchase contracts between the company and Phillips Petroleum Company. Michigan-Wisconsin contended that gas purchase prices were increased by Phillips automatically by operation of the escalator clause, and these increased costs should be part of the cost of service. The Commission indicated, however, that the terms of the escalator clause in the contract were in violation of the Natural Gas Act providing that a change in rates by independent producers (defined as natural gas companies under the recent Supreme Court decision) may under no circumstances be made effective except as provided by the Natural Gas Act and the FPC rules. The Commission specified that under Sections 4c and 4d of the Act Phillips may not lawfully increase any rates to Michigan-Wisconsin other than in the manner provided by the Act and rules and regulations of the Commission.

● **Northern Natural Gas Company:** The FPC has suspended the proposed \$8.1 million annual wholesale rate increase, equivalent to 10.4 percent, filed by the company. The increase is premised upon a 6 1/4 percent rate of return and would affect thirty-five wholesale customers in Iowa, Kansas, Minnesota, Nebraska, and South Dakota. The company claims that the new increase is necessary because of the increased cost of service due to additional investment in plant occasioned by increasing the system salable capacity from 1,007 million cubic feet per day to 1,100 million cubic feet.

● **Ohio Fuel Gas Company:** The FPC disallowed in part two wholesale rate increases of the company, reducing a proposed \$1.8 million increase by \$285 thousand and cutting a proposed \$2.2 million increase by \$760 thousand. The decision affects rates collected subject to refund between February 11, 1952 and March 1, 1954. The decision was predicated upon a 6 1/4 percent rate of return with an increase in depreciation rates approved because of inadequate depreciation reserves due to low accruals over a period of several years.

● **Panhandle Eastern Pipe Line Company:**

A proposed 12.1 million annual increase, equivalent to 18 percent, has been suspended. The company claims in its new application a 6 3/4 percent rate of return rather than the 5 1/4 percent permitted in FPC Order No. 269 effective May 1, 1954. In addition, the new application is based on a test year ending March 31, 1954 and adjusted for "known changes" expected to occur by November 1, 1954. The previous FPC decision had been based on 1952 cost levels. Panhandle also proposes to use separate rate schedules for natural gas sales made for resale for industrial use only.

● **Texas Gas Transmission Corporation:** The FPC has allowed revised tariff sheets filed by the company to become effective reducing the company's wholesale natural gas rates by \$332 thousand per year. The reductions reflect the reduced rates paid by Texas Gas to two of its suppliers as a result of other FPC proceedings and apply to the company's rate schedules in Zones 3 and 4 covering service to 26 wholesale customers in Illinois, Indiana, Kentucky, and Ohio.

Construction applications

● **Arkansas-Louisiana Gas Company:** The Commission has authorized the company to construct and operate facilities increasing the peak day delivery capacity of the system from 670 million to 816 million cubic feet per day. The program will involve 136 miles of pipeline varying from 6 1/2 inch to 24 inch, and a 10,500 h.p. compressor station. Total cost will be \$10.1 million and the facilities will be completed by the end of 1955.

● **Cities Service Gas Company:** The FPC has authorized the company to construct 24 miles of 26 inch pipe and nine miles of 20 inch pipe in Kansas and Missouri to replace existing aged pipelines which are unsafe and require higher pressures, and to increase the delivery capacity of the system to Kansas City and Springfield, Missouri. The cost of the project is \$1.9 million.

● **El Paso Natural Gas Company:** An application has been filed requesting authorization for the construction of 74 miles of pipeline and 6,900 additional compressor hp at a total cost of \$13.9 million. The proposed facilities will be used as integral parts of the Permian-San Juan transmission system and involve both the looping of stub lines providing service to various consumers, and facilities to permit the acquisition of additional gas volumes.

● **Hope Natural Gas Company:** The Commission has authorized the company to construct approximately 43 miles of lines and perform certain other improvements on storage wells at a total cost of \$2.5 million. The projects permit an increase of 10 billion cubic feet of gas in the storage capacity of the Kennedy storage pool in West Virginia and also permit the transportation of 27 million cubic feet a day from various

West Virginia fields to applicant's existing pipeline system.

● **Manufacturers Light and Heat Company:** An application has been filed for the construction of 61 miles of natural gas transmission line and 1,760 hp in compressor capacity in Ohio, Pennsylvania, and West Virginia. The project would cost \$4.1 million and most of the facilities would replace existing installations. Subsequently, the Commission granted temporary authorization for the construction of 2.3 miles of 12 inch line in Ohio and denied temporary authorization for the remainder of the application.

● **Montana-Dakota Utilities Company:** Temporary authorization has been granted for the construction of 53 miles of pipeline and 3,080 hp in compressor capacity in Montana, South Dakota, and Wyoming. Total cost of the projects aggregates \$2.2 million.

● **Ohio Fuel Gas Company:** The FPC has authorized the company to construct 24½ miles of 20 inch line at a cost of \$1.1 million. These facilities will enable it to transport additional gas from underground storage and to add greater transmission capacity to supply market areas in northwestern Ohio. The new line will transport up to 66.7 million cubic feet of gas per day from the Weaver storage pool during the forthcoming winter season and has a maximum capacity of 108 million cubic feet per day.

In another application the company has requested authorization for the construction of 46 miles of 20 and 24 inch pipe and the installation of 3,000 additional compressor horsepower to enable it to receive additional supplies of gas from its affiliate United Fuel Gas Company. Ohio Fuel expects to have available for receipt 236 million cubic feet per day whereas the present capacity of its lines in the area under consideration is approximately 188 million cubic feet per day. The cost of facilities will be \$3.8 million.

● **Panhandle Eastern Pipe Line Company:** The company has filed an application for the construction of 12 segments of loop line totaling 295 miles, installation of an additional 113 thousand hp capacity, 97 miles of laterals to augment deliveries to existing customers, and various facilities for the development of the Waverly storage field. The estimated cost of the project is \$66.8 million and it will increase peak day sales deliverability by 455 million cubic feet per day. Applicant proposes to finance

such costs partially by the issuance of approximately \$35 million in debentures, partially out of funds on hand, and partially by funds generated by operations.

● **South Georgia Natural Gas Company:** An FPC examiner has filed a decision authorizing the applicant to construct and operate a 368 mile transmission system to serve new market areas in Florida and Georgia. The main line will be constructed of 12½ inch pipe with the cost of the project estimated at \$9.0 million. The line will begin at a point of connection with Southern Natural Gas Company in Lee County, Alabama and will extend southeast to a point near Albany, Georgia. From there one branch will run via Valdosta, Ga., to Ellaville, Fla., while a second branch will run near Moultrie, Ga., to a terminus located near the Florida-Georgia border. Laterals will extend from the company's main transmission lines to Albany, Americus, Bainbridge, Cairo, Camilla, Dawson, Moultrie, Pelham, Richland, Thomasville, and Valdosta in Georgia, and Havannah, Quincy, and Tallahassee in Florida. Additionally, interruptible sales will be made to five industrial customers.

Peak day deliveries for the first three years of operation are estimated at 15.1, 18.0, and 20.4 million cubic feet, respectively. The examiner conditioned the authorization to order the company to extend natural gas service to the City of Cordele, Ga., as well as to those listed previously.

● **Texas Eastern Transmission Corporation:** An application has been filed requesting authorization for the construction of 58 miles of 16 and 20 inch line in Texas at a cost of \$3.3 million. The proposed line would link two existing lines thus providing more flexibility and enabling the company to transfer gas from one section of its system to the other.

● **Texas Gas Transmission Corporation:** The company has been authorized to construct 24 miles of 16 inch pipe and to install an additional 2,000 hp compressor unit in Louisiana to enable it to receive additional natural gas from two subsidiaries. The cost of the facilities is estimated at \$1.6 million.

● **Trunkline Gas Company:** The FPC has approved two additional 24 inch pipeline crossings of the Mississippi River near Greenville, Miss., at a cost of \$3.0 million. The new crossings will safeguard service to existing customers of Trunkline and are necessitated because of erosion and scour-

ing action of the river upon the previous pipeline crossings in this area.

Other applications

● A number of other certificate applications were either filed or acted upon involving smaller amounts of money and less significant facilities as follows: Cities Service Gas Company asked permission to construct eight miles of pipe to improve deliveries in the Kansas City area and to construct 13 miles of pipe to connect the electric generation plant of Kansas Gas and Electric Company in Labette County, Kansas; Cumberland and Allegheny Gas Company requested approval to construct five miles of stub line to the City of Buckhannon to improve service to that community; East Tennessee Natural Gas Company has requested permission to deliver gas to the Town of Sevierville for resale to Cherokee Textile Mills; El Paso Natural Gas Company has received permission to deliver gas to Southern Union Gas Company for resale to Anaconda Copper Company in its plant near Bluewater, N. M., and has also received permission to deliver gas in two locations to Arizona Public Service Company for resale to drive irrigation pumps; Home Gas Company has requested approval for the installation of compressor hp to pump additional volumes of natural gas into two storage fields; Kansas-Nebraska Natural Gas Company has received approval for the construction of 20 miles of 2½ inch pipe to provide natural gas service for the first time in the towns of Hildreth and Wilcox, Neb., and to permit natural gas to be used for irrigation pumps in the immediate area; North Central Gas Company has requested permission to construct six miles of transmission line to provide service to a military installation near Sidney, Neb.; Northern Natural Gas Company has requested authority to sell 12 million cubic feet of gas per day on a firm basis to a fertilizer plant in La Platte, Neb.; Olin Gas Transmission Corporation has requested authorization to provide service to Gulf States Utilities Company for distribution in Alsen community near Baton Rouge, La.; the town of Raleigh, Miss., has requested an order directing Southern Natural Gas Company to provide service for distribution within the town through a municipal distribution system; and Texas Eastern Transmission Corporation has received approval for 10 miles of lateral transmission line in Mississippi to be used to obtain supplies of natural gas for the two producing fields.

Harper heads Hoover group to analyze government paperwork

B. H. HARPER, secretary, Northern Natural Gas Co., has been appointed to the Task Force on Paperwork Management. The appointment was announced late in August by former President Herbert Hoover, chairman of the Commission on Organization of the Executive Branch of Government. Mr. Harper will serve as director of the subcommittee dealing with the elimination of paperwork imposed on public utilities by federal agencies. The subcommittee will endeavor to analyze

and cut down the mounting volume of paperwork, reports, forms, and recordkeeping required by scores of government bureaus.

Assisting Mr. Harper as assistant director of the subcommittee is Tom H. Wheat, corporate secretary, Transcontinental Gas Pipe Line Co., Houston, Texas.

Mr. Harper will get a bill of particulars from public utilities covering man-hours, cost of equipment, space, etc., necessary to handle government reports. His subcommittee will

concern itself with any form or report submitted to any federal agency. Task force leaders will then present the findings to the interested federal agency, to recommend the necessary change or elimination in the form or report. As the committee is non-partisan, agency cooperation is expected.

Mr. Harper is chairman and member of various committees of American Gas Association and American Society of Corporate Secretaries.

Manufacturers announce new products, publications and promotions

NEW PRODUCTS

American Meter Company has developed its new 5B-225 "Aluminumcase" meter to meet the need for larger capacity, light weight and low cost in positive displacement gas meters for domestic service.

With a rated capacity of 225 cubic feet per hour of 0.6 specific gravity gas at $\frac{1}{2}$ inch water column differential, and working pressure of five psi, the new meter uses pressure die-cast aluminum alloy construction to reduce weight while providing high-impact resistance.

The Norge gas range line for 1955 features a double oven, 41-inch gas range.

Other features include a three-way griddle top, new type "Infinitrol" burners with multi-port burner jets and micrometer needle valves.

Florence Stove Company will add color as another feature to its gas range line—green or yellow in a 36-inch range.

Maytag Company, Newton, Iowa, has supplemented its established line of "Dutch

Oven" gas ranges with a new line of conventional gas ranges.

PROMOTIONS

Minneapolis-Honeywell Regulator Company (heating controls division) announced establishment of training aid libraries as part of a program to help dealers, wholesalers and builders better understand the operation of automatic temperature regulating devices. Company sales engineers will be provided with visual aid materials which can be used in meetings with customers for the announcement of new Honeywell products or discussion of installation, service and sales problems.

Geo. D. Roper Corp.'s Old Stove Round-up campaign package for this fall features seven newspaper ads, an attractive folder, a newsprint broadside, a set of four colorful pennants, cowboy neckerchiefs, price tags, radio "spots," a special "Round-Up" animated background display, and an impressive array of premiums and door open-

ers featuring an 8-piece steak knife set.

John Wood Company sponsorship of the Mrs. America promotion for the second successive year means gas companies as well as plumber-dealers at the local level will have available a wide range of promotional material which will both aid in the sales of the official John Wood automatic gas water heaters and local Mrs. America promotions, according to R. W. Simpson, sales vice-president.

NEW BOOKLETS

The Ohio Foundry & Manufacturing Company, Steubenville, Ohio, announces publication of its mid-year gas heater catalog No. 54. The new edition illustrates and describes 37 "Brilliant Fire" models in both vented and unvented classifications.

Ohio Foundry also recently released a new catalog No. 5W4, covering its expanded line of recessed wall heaters, both single-room and dual-room models. This line ranges from 17,500 Btu to 50,000 Btu.

See \$3.9 billion for new construction

DURING the four years, 1954-1957, total new construction expenditures by the gas utility and pipeline industry will aggregate \$3.9 billion, the American Gas Association reports. This compares with actual expenditures of about \$5.08 billion on the expansion program of the industry in the 1950-1953 period.

Expenditures of the industry in 1953 for new facilities aggregated \$1.35 billion, the

second highest total in gas industry history. Last year was the fourth consecutive year in which new construction expenditures exceeded one billion dollars.

Total expenditures for new construction and expansion of present facilities for 1954 are estimated to be about \$1.2 billion, with expenditures of \$1.15 billion for 1955. Industry estimates for 1956 and 1957 are placed at about three-quarters of a billion each year.

A.G.A. goes to Home Economics meeting in San Francisco

EXHIBITS and displays played an important role in the activities this year of the American Home Economics Association's annual convention held in San Francisco, July 6-9. With an attendance of 3000 home economics teachers, extension members and business women, interest was shown in the American Gas Association exhibit which played up the new Home Service Committee booklet, "Modern Kitchens for Homemaking Programs".

Gas industry home service directors helped to staff the exhibit and presented to all visitors a most popular item, a paper shopping bag bearing on each side the slogan "Be Smart Go Gas" and picturing a blue flame.

Builders see built-in

TOP OFFICIALS of the Washington Gas Light Company and the Caloric Stove Corp., meeting at a dinner with officers and directors of the Home Builders Association of greater Washington, recently were given the opportunity to present the new Caloric built-in gas range units to the city's leading speculative builders.

Following inspection of the equipment, which was mounted in an appropriate setting, the story of the gas built-in's place in new construction was presented along with clips from Dione Lucas new film series which features the Caloric's built-in unit. An initial order of 192 units was reported.



Standing (l. to r.): Mary Baum, Los Angeles; Emogene Burge, Biloxi, Miss.; Mrs. Helen Mendigo, Kansas City; Elizabeth Lynam, Chicago; Mrs. Anne Whipple, Seattle; Virginia Shattuck, San Raphael, Calif.; M. Thelma Bly, Albuquerque; Gladys Price, Los Angeles; Irene Muntz, Rochester, N. Y.; Rosemary Locke, Tulsa; Jessie McQueen, A. G. A., N. Y.; Ruth Kruger, Phoenix, Ariz. Seated (l. to r.): Marcia Wood, Los Angeles; Mary E. Huck, Columbus, Ohio; Helen Bickford, Glendale, Calif.; Mildred Clark, Tulsa. Assisting in the A. G. A. booth, but not present in picture, were Katherine L. Rathbone, Mrs. Katherine Davis and Geraldine Heller of Los Angeles; Elizabeth Stephens, Macon, Ga.; Thelma Fahrenkrog, Santa Cruz, Calif.; Mrs. Ella Liner Lambert, Milwaukee; and Mrs. Ruby Eledge, Salt Lake City, Utah.

SGA holds first management short course in Texas

TWENTY-NINE natural gas company management people, from 20 companies in 10 states, attended the Southern Gas Association's first Management Development Program, held August 1-13 at the Texas College of Arts and Industries at Kingsville, Texas.

Curtis M. Smith, vice-president of Tennessee Gas Transmission Co., chairmanned an eight-man SGA Management Development Committee which planned the two-week course. Dr. Frank Dotterweich, professor of engineering and director of the Division of Engineering of Texas A. & I., was director.

Objective of the course was to train the

participants to become better managers by giving them a broader understanding of the fundamentals of management in the natural gas industry. Its purpose was not necessarily to groom men for higher positions, but primarily to enable them to do better management jobs in the positions they now hold.

Classes and discussion periods were conducted by a picked group of supervisors and lecturers who were recognized authorities in their fields. An important feature was a series of evening seminars at which the program participants exchanged ideas and information under direction of a staff member.

On August 4 the group heard a lecture on the King Ranch, followed by a trip to the ranch itself. On August 7-8 a tour of South Texas and the Rio Grande Valley was made to inspect cycling, gasoline, and carbon black plants and natural gas transmission lines, as well as dehydration plants and drilling operations. And on August 11 members visited the chemical plant of the Celanese Corporation at Bishop.

Dr. E. H. Poteet, president, Texas A. & I., delivered the welcoming address and Frank C. Smith, president, Houston Natural Gas, the commencement address.

1955 Promotion Plan Book out earlier than last year's

a PAR activity

THE SECOND edition of the gas industry's annual "year-ahead" Promotion and Advertising Plan Book rolled off the presses and into the mail to American Gas Association members as August ended.

Off to an earlier start than ever before, the 1955 plan book features the timing, themes, preliminary formats and advertising tie-ins of the sales promotional and advertising programs forecast by A. G. A. for next year.

The schedules outlined in the new book take into account as far as possible the effects of geographic conditions, weather and local policies as they apply to the promotion of each appliance. Although nationwide synchronization of 1955's campaigns is to be desired, it's understood that local conditions may impel some companies to start local programs earlier or later than the dates listed.

All gas utility companies and gas appliance manufacturers are urged, however, to start each campaign at some time during the pe-

riod recommended in the plan book and to run it long enough to realize the best results. The importance of synchronization with the over-all promotional plan lies in the tie-in with A. G. A.'s national advertising.

The long-range promotion planning program heads into its second year with proof of its success well established. That proof is the growing number of gas utilities, appliance manufacturers and dealers who participate in the plan, and in the constantly increasing sale of A. G. A. promotion materials.

A.G.A., Safety Council joint aim to cut vehicle accidents

THE ACCIDENT PREVENTION Committee of the General Management Section of the American Gas Association has worked out a program with the National Safety Council designed to improve the motor vehicle accident experience of the industry, E. H. Ecker, president of A. G. A. has announced.

The program is built around the Fleet Safety Contest conducted yearly by the National Safety Council. It is aimed at bringing about a uniformity of statistical information

on fleet records of the gas industry and the establishment of standards within the industry to form the basis for analysis and recommendations for corrective action. The program gives the industry a media for exchanging and disseminating current motor vehicle accident experiences.

Member companies are urged to enter the contest in support of the program. There is no charge for companies which are now members of the National Safety Council. To non-

members of the Council the entrance fee is only \$8.00 per year.

Five classifications of fleet groups are established, comprising very large, large, medium, small gas utility companies and gas transmission companies. Trophies for winning fleets in each group, identifying both A. G. A. and the National Safety Council as co-sponsoring the gas industry division in the contest, will be presented at the annual meeting of A. G. A.

Group appointed

PARTICIPATION of the gas industry in forthcoming atomic tests at the Nevada proving ground of the Atomic Energy Commission has been invited by the Federal Civil Defense Administration through American Gas Association.

Private industry has been asked to cooperate in these nuclear explosion tests in order to acquire information and experience necessary for its own planning and protective purposes as well as civil defense.

Acting at the instance of the A. G. A. Board of Directors, the Executive Safety Committee appointed the following committee to represent the industry at the next tests:

Chairman, John J. Novey, assistant to vice-president, The Peoples Gas Light & Coke Co.; Secretary, C. George Segeler, A. G. A. utilization engineer; James F. Bell, vice-president, Portland Gas & Coke Co.; Donald S. Bittinger, vice-president of operations, Washington Gas Light Co.; Baxter D. Goodrich, vice-president and chief engineer, Texas Eastern Transmission Corp.; H. L. Messer, executive vice-president, Southern California Gas Co.; and Harold Massey, assistant managing director, Gas Appliance Manufacturers Association.

Truck signs reach Canada



To expedite shipment of Garland gas ranges and boost commercial gas cooking equipment in expanding Canadian market, Detroit-Michigan Stove Company and its Toronto distributor, Garland-Blodgett Ltd., have put into service a fleet of decorated overland trucks. Twenty-ton stove in background, built for the Chicago World's Fair of 1893, is a Detroit landmark

Plug built-in ranges

PITTSBURGH'S NATURAL gas companies stressed the superiority of the industry's new built-in gas range units at a meeting held for the area builders and architects on June 22. An attractive display of built-ins representing the products of several manufacturers was featured in the home service center of Equitable Gas Co., scene of the meeting.

In introducing the new units to the local building industry, spokesmen emphasized their tremendous appeal to home buyers, particularly those in the new home market. E. W. Westland, Caloric Stove Co., stressed the flexibility, functional attractiveness, superior performance and economical operation of gas built-ins.

Architects and builders present also heard that gas built-ins, in addition to offering superior styling and design features, also provide the housewife with a personalized kitchen plan, custom-made to suit her individual needs and preferences.

G. M. Smith, manager of dealer cooperation, Equitable Gas Co., pointed out the readiness of mortgage companies to accept built-ins as part of the mortgage plan on the home.

Hollywood Bureau makes TV spots

SIX new television spot commercials, each consisting of filmed action shots and the animated Blue Flame Quartet, have been produced by the American Gas Association Hollywood Bureau. Four of the one-minute spots deal with automatic gas ranges and

Con Edison campaign jumps gas revenue



Consolidated Edison Company of New York sales vice-president Lou Scofield, left, congratulates assistant vice-president Wes Meyrott, in charge of company's current gas sales promotion. In a little more than six months this activity has resulted in sales of sufficient space and water heating gas equipment to add more than a million dollars to company's annual revenue. Grouped with Mr. Scofield and Mr. Meyrott are the sales department managers (l. to r.) Bill McNulty, Westchester; Ed Slane, upper Manhattan; Jim Cook, new house sales; Fred Stutz, the Bronx; Bill Stecker, lower Manhattan. Frank Powers, manager of Queens, was absent

"Micro-jet" pilot



Western-Holly's new "Micro-jet" ignition is positive, instantaneous and economical; each top burner pilot produces one-seventh as much heat in the kitchen as a human being. Four pilots are said to produce less heat than one pilot now in general use. The "Micro-jet" pilot is made from a small stainless steel hypodermic needle. The flame, on the tip of this needle, is about the size of a grain of wheat and is said to be much more resistant to drafts and spillovers than others

two feature the Servel Ice Maker gas refrigerator.

Narrated by a top Hollywood announcer, these commercials will serve in local appliance selling campaigns. Several seconds are allotted for company signature.

A. G. A. Labs develop impact tester

AN IMPACT testing machine has been devised by the American Gas Association Laboratories for checking the strength of gas range top burner valves and manual gas valves used with gas appliances.

The machine was developed as a routine testing instrument to assure conformance of gas valves with the revised strength provisions specified by the Listing Requirements for Gas Valves to become effective January 1, 1955. Under these requirements, gas range top burner valves are required to withstand an impact of two foot pounds at the outlet end of the completely assembled valve without exhibiting leakage or breakage.

Manual gas valves, except hose end types and those having outlets designed for orifice fittings, however, are required to withstand higher impacts without cracking or breakage. A 20 foot pound impact will be applied to valves $\frac{1}{2}$ inch nominal pipe size and larger. Gas valves of $\frac{1}{4}$ and $\frac{3}{8}$ inch nominal pipe sizes are given impacts of 10 and 15 foot pounds, respectively.

The pendulum of the impact machine is made of $\frac{1}{8}$ inch seamless steel tubing with provisions for interchangeable strikers. Ball bearings are used at the pivot end to reduce friction losses. The support is a steel shaft adjustable in height to accommodate variations in valve sizes. Interchangeable hammers permit all current tests to be applied. A set of stubs are used to mount valves for test as

Prices are \$25.00 per one-minute spot or \$125.00 for the complete set of six. Packaging and shipping costs are included. Orders should be addressed to A. G. A. Hollywood Bureau, Box 3249, Terminal Annex, Los Angeles 54, California.



well as a solid steel manifold for supporting range top burner valves.

The revised strength tests were developed by the Subcommittee on Listing Requirements for Gas Valves in conjunction with the Laboratories over a two year period. Experimental tests were performed by the Laboratories on a representative range of samples fabricated from brass, malleable iron, cast iron and aluminum in order that the new strength tests would be based on factual data and fully meet the needs of the gas industry.

Frederic O. Hess addresses World Power Conference

THE INFLUENCE of gaseous fuels on modern industry was discussed by Frederic O. Hess, president Selas Corporation of America, before the World Power Conference, which held its sessions in Rio de Janeiro in late July and early August.

Mr. Hess, an authority on industrial ap-

plications of natural gas, reviewed the tremendous growth of gas as an energy source and discussed many of its specific uses in modern technology. Controlled heat from gas is transforming many American industrial methods, he said.

Further expansion of gas utilization was

predicted by Mr. Hess as he pointed out that industry expansion and location takes the availability of natural gas as a key factor. Europe, where manufactured gas is used, may solve many of its energy problems if a projected gas pipeline from the Middle East is consummated, Mr. Hess said.

Swanky Chicago apartment dwellers to cook with gas

AT 1000 LAKE SHORE DRIVE, in the heart of Chicago's "Gold Coast," a milestone in architectural achievement is being completed. The architecture of the distinguished 23-story apartment building is a combination of

the Parisian boulevards and New York's sophisticated East 50's.

It will be equipped with 186 of the modern, automatic gas ranges made by Geo. D. Roper Corporation.

The apartments are marvels of convenience and efficiency, offering the ultimate in fine living. In addition to the Roper gas ranges, the kitchens provide a complete array of modern appliances and cabinets.

SGA holds safety round-table

SOUTHERN Gas Association accident prevention round-table conference was held at Hotel Marion in Little Rock, Ark., on July 23. Thirty representatives from 15 member companies participated.

The round-table was divided into three sessions. The morning was devoted to a general session for the discussion of problems of interest to both distribution and transmission company representatives. The afternoon included separate sessions on distribution and

transmission. Roy Gleason, Southern Union Gas Co., was chairman of the general and distribution sessions, and R. W. Mattingly, Texas Gas Transmission Corp., was chairman of the transmission session.

Some of the general topic headliners were driver training; review of accidents—cause, effect, and time lost; physical re-examination policies; methods of approaching the management, the supervisory personnel, and the worker.

A. G. A. announces new publications during summer

LISTED BELOW are publications released during the summer months up to closing time of this issue of the MONTHLY. Information in parentheses indicates audiences

(rectors). Available from Promotion Bureau, A. G. A. Headquarters, 50 cents.

RESEARCH

- Institute of Gas Technology Interim Report on Production of High Btu Oil Gases from Crude Shale Oils (for gas companies using oil in the manufacture of gas). By E. B. Schultz, Jr., J. J. Guyer, and H. R. Linden. Available from A. G. A. Headquarters, \$2.50.

- Interim Report N. 2 on Study of the Yellow-tipping Characteristics of Fuel Gases (for gas companies and appliance manufacturers). By Joseph Grumer, Margaret E. Harris and Valeria R. Rowe. Available from A. G. A. Headquarters, \$1.00.

SAFETY

- How Injuries to Gas Men Might Be Avoided (for safety men in the gas industry). Sponsored by the Accident Prevention Committee, obtainable from A. G. A. Headquarters, New York for 10 cents a copy.

STATISTICAL

- Monthly Bulletin of Utility Gas Sales for June (for gas companies, financial analysts). Prepared by the Bureau of Statistics and available from A. G. A. Headquarters, free.

- Gas Facts, 1953 (for gas companies and financial analysts). Statistical yearbook prepared by Bureau of Statistics and available from A. G. A. Headquarters, \$2.00 per copy.

- Second Quarterly Report of Utility Gas Sales (for gas companies, financial analysts). Prepared by Bureau of Statistics and available from A. G. A. Headquarters, free.

M-day in Houston



On July 3, Houston reached 1,000,000 population. As part of city-wide "M-day" observance, United Gas displayed this information board in its window at corner of Texas Avenue and San Jacinto Street. Left to right, W. M. Stephens, Houston division sales manager, and Dak Pellerin, account executive for Bozell & Jacobs agency

Got a suggestion?



Robert Norton and Martha Dible of Equitable Gas Co., Pittsburgh, display company's new suggestion box against a background of some of the 60 new boxes installed on various company properties

PAR

- PAR Annual Report (for top executives of member companies). Publication can be obtained from O. E. Zwanzig, director of PAR, A. G. A. Headquarters, New York City.

PROMOTION

- Advanced Experiments with Gas (for teachers, senior high school or junior college). By Professor Elbert C. Weaver. Available from Educational Service Bureau, American Gas Association, for 25 cents.

- Gas Industry's 1955 Promotion and Advertising Plan Book (for sales, promotion advertising managers and home service division for which each publication is aimed).

Eddins of Laclede assumes post with Oklahoma Natural Gas

HA. EDDINS, operating vice-president of the Laclede Gas Co., St. Louis, has been named as executive vice-president of the Oklahoma Natural Gas Company. P. K. Wallace, general superintendent of Oklahoma Natural for the past two years, will be promoted to operating vice-president. In his new position, Mr. Wallace succeeds Herbert H. Ross.

Mr. Eddins comes to Oklahoma Natural with 19 years' experience in public utility operation. Following his graduation from Texas A & M College in 1931, he joined the Central Illinois Electric and Gas Company which he served in engineering and

construction supervisory capacities. In 1937 and 1938 he was employed by Stone & Webster Service Corp., New York, after which he was named as general manager of the Citizens Gas Co., Stroudsburg, Pa.

He was called into the service in 1941 and served in the U. S. Army Corps of Engineers. He was awarded the Legion of Merit and was released as a colonel in October, 1945.

After leaving the service, Mr. Eddins was employed as assistant division manager of the New England utility properties of Stone & Webster Service Corporation. In 1948 he was appointed operating vice-president of

Laclede Gas Company.

Mr. Eddins is a member of A. G. A.

Mr. Wallace attended Oklahoma University, Oklahoma A & M College, and Baylor University. He was first employed by Oklahoma Natural in 1926. He was named general superintendent in 1952.

In addition to his wide experience in 20 years of service in Oklahoma Natural Gas Company, Mr. Wallace has been active in gas industry circles, having served on various committees of the American Gas Association, Southern Gas Association, and Oklahoma Utilities Association.

Personal and otherwise

Dodds retires after 50 years with Kansas Public Service Company

CARYL J. DODDS has retired as vice-president and general manager of The Kansas Public Service Co., Lawrence, after a half-century of service. He is succeeded by C. Wade McCoy.

Mr. Dodds began working for the fore-

Trinks Award for heating achievement bestowed on Hess

FREDERIC O. HESS, president of Selas Corporation of America, has been awarded the Trinks Award, the nation's top honor for achievement in the industrial heating field. Mr. Hess was cited for his pioneering developments in high-speed fuel fired heat processing.

His theories have been successfully applied to the benefit of the steel, tile, glass, ceramics and textile industries. The Hess developments for a faster ink-drying process for printing

permits modern high-speed magazine, newspaper and book publishing. Alone or jointly, Mr. Hess holds 70 patents in his field.

In 1946, the American Gas Association conferred on Mr. Hess the Charles A. Munroe award for contribution by an individual to the advancement of the gas industry, and in 1952 he received the GAMA Distinguished Service Award.

Mr. Hess is a director of A. G. A. and is active in the Association's committee work.

Hugh Wathen named vice-president of South Jersey Gas

HUGH L. WATHEN has been elected vice-president in charge of sales and public relations of South Jersey Gas Company. Associated with Atlantic City gas utility since

runner of the present natural gas distribution company the day after his graduation from the University of Kansas. Beginning as cashier, collector and meter reader, he was made manager in 1914.

Mr. Dodds was honored by the company

at a dinner on June 28 to celebrate his lifetime of service to the industry.

For many years, Mr. Dodds has been a member of American Gas Association and until his retirement was his company's accredited delegate.

He is a member of American Gas Association and the New Jersey Gas Association and he is a past chairman of the New York-New Jersey Regional Gas Sales Council.

W. T. Rasch resigns as head of Rasch Manufacturing

THE Board of Directors of the Rasch Manufacturing Corporation accepted with regret the resignation of Wm. T. Rasch, president. At the same meeting Lee W. Rasch was elected president and treasurer.

Mr. Rasch started his career with the Con-

solidated Gas Company of New York and from there became president of American Gas Products Corporation in New York City. He was the first president of Gas Appliance Manufacturers Association and served on many American Gas Association committees.

He moved to Kansas City in 1940 and became president of Security Manufacturing Company which later became Rasch Manufacturing Corporation. He served as president of this company until his retirement. Mr. Rasch is now living in Florida.

Grozier succeeds Feldman at American Gas Association

DANIEL F. GROZIER, formerly publicity supervisor of The Brooklyn Union Gas Company has joined the Public Information Bureau of the American Gas Association. Mr. Grozier replaces Sidney Feldman, who

resigned on July 1.

A graduate of the University of Arizona, Mr. Grozier's background includes public relations work in radio, theater, publishing, advertising and public utilities. His gas in-

dustry experience dates from 1943, when he became associated with the Southern California Gas Company. He moved to New York and Brooklyn Union in 1949.

Michigan Gas group elects Gerhard at annual meeting

DANIEL H. GERHARD has been elected president of the Michigan Gas Association. His election was announced at the group's annual meeting at Mackinac Island, June 28.

Mr. Gerhard, southeast division manager, Consumers Power Co., has served the utility since 1925. He studied engineering at Ohio State University.

Roland R. Paulin, vice-president and gen-

eral manager of operations, Michigan Consolidated Gas Co., Detroit, was named vice-president and Milton Kendrick, sales manager for Michigan Consolidated in Ann Arbor, was re-elected secretary-treasurer.

Wilson succeeds Carroll as United Gas vice-president and operating manager

JAMES A. WILSON, superintendent of Texas distribution operations for United Gas Corp., Houston has been elected vice-president and operating manager of the Texas distribution properties. He succeeds Harry P. Carroll who died April 6.

Mr. Wilson, who joined United Gas 24 years ago, will manage operations of four

Texas divisions which serve 157 towns. During the past year he was general superintendent of Texas distribution operations.

After studying at Austin College and the University of Texas, where he majored in engineering, Mr. Wilson was employed in 1930 as an industrial engineer by the Houston Gas & Fuel Co., which later became a part of

the United Gas System.

In 1947, he returned to Houston where he was manager of the division until 1953 when he was promoted to general superintendent of Texas distribution operations.

Mr. Wilson is a member of American Gas Association and was recently elected a director of the Southern Gas Association.

Florida group elects Vetter president

THE FOURTH annual dinner and election of officers of the Gas Institute of Greater Miami was held July 29 and was attended by 75 persons. C. R. Vetter, vice-president, Southeastern Gas Company, was elected president of the organization composed of two gas utilities

and 13 LP-Gas companies. He succeeded William Chandler, president of Gas-Oil Products.

Joseph Garfield, president and general manager of Miami Bottled Gas Co., was elected vice-president; James Shatto, Dri-Gas Company general manager, was named treasurer,

and Sam Pallant, Florida Gas Co., became treasurer. Directors added to the board included Mr. Chandler, Edward S. McIntyre, City Gas Company sales manager, and Jerry Happ, Peoples Water and Gas Company sales manager.

OBITUARY

George W. Stubblefield

superintendent of engineering contracts, Natural Gas Pipeline Company of America, Chicago, died of a heart attack July 5. He was 50 years old.

Mr. Stubblefield attended Purdue University where he received a bachelor of science degree in mechanical engineering in 1930, the year he joined the pipeline company.

Mr. Stubblefield held numerous positions with the company before his enlistment in the United States Navy in 1942.

After the war, Mr. Stubblefield returned to the company as pipeline construction engineer, the position he held until his promotion in 1952 to superintendent of engineering contracts.

He is survived by his wife, Anabel.

Robert S. Agee

sales promotion manager for the Domestic Gas Range Division of Gas Appliance Manufacturers Association from 1938 until 1941, died suddenly at his home in Wyncote, Pennsylvania. Shortly after, while telephoning relatives, his wife Lola, also died. Both were 48.

In recent years Mr. Agee had been acting as a manufacturers' representative in the domestic appliance field.

The couple is survived by three sons.

Paul F. Leary

superintendent of the Portland Gas & Coke Company customers office, collapsed and died of a heart attack June 4. He was 62 years old.

A 33-year veteran, he joined the company in 1921 as an order clerk.

S. Leroy Miller

superintendent of accounting for Natural Gas Pipeline Company of America, Texas Illinois Natural Gas Pipeline Company and affiliated companies, died June 9 at Mercy Hospital,

Chicago, of a cerebral hemorrhage. He was 46 years old.

Mr. Miller was one of the pioneer employees of the company, joining it as an engineering clerk in 1930, before the construction of the first pipeline. He received his college training at Northwestern University.

Mr. Miller leaves his wife, Iva, and a sister.

Frederick Louis Rupp

died at Independence, Kansas, on August 1 as a result of a highway accident. He was 69 years of age. Mr. Rupp, a graduate of Columbia University in 1909, retired as chief engineer of Union Gas System, Inc. in 1950 following 34 years of service to that company. Mr. Rupp was a member of American Gas Association.

Robert B. Grove

retired vice-president of Consolidated Edison Company of New York, Inc., died on July 24. Mr. Grove was killed accidentally by a flying bandsaw blade while cutting wood on his estate in Briarcliff Manor, New York.

An expert on utility rate matters, Mr. Grove had served for 44 years with Consolidated Edison and its predecessors.

Mr. Grove's first utility job was as a draftsman with United Electric Light & Power Co., New York. He advanced steadily in United Electric, then in its successor company, New York Edison. In 1936, he was appointed vice-president of Consolidated Edison. Mr. Grove was a member of the Electric and Gas Association of New York.

Mr. Grove is survived by his widow, the former Helen Ten Eyck, an artist.

A. A. Treadway

chairman of the board, A. A. Treadway, Inc., Detroit sales engineering firm, died on July 5. His death followed a long career in the industrial gas business in the Detroit area. He was graduated from the University of Michigan in 1907 with a civil engineering degree. Shortly after, he joined the Detroit City Gas Co., which is now Michigan Consolidated Gas Company.

In 1917, he resigned from his position as

superintendent of distribution to form A. A. Treadway, Inc., established for the purpose of representing manufacturers of industrial gas combustion equipment and controls.

He joined the American Gas Association shortly after its formation in 1918, and was active in industry affairs through the years. Mr. Treadway is survived by his wife, Una and four sons: Robert, John, Alfred and Howard.

Charles M. Sieger

assistant general manager of the United Gas and Fuel Company of Hamilton Ltd., died on July 15 at the age of 62.

Mr. Sieger was graduated from Lehigh University with master's degrees in both mechanical and electrical engineering. During his long engineering career, he worked for the Westinghouse Company, U.S. Army Engineers, W. G. Grace and Cities Service Company. From 1923 until 1939, he was associated with the Cities Service organization in Hamilton, serving the Dominion Natural Gas Co., Ltd. When the interests of United Fuel Gas and Dominion Natural were merged in 1939, Mr. Sieger continued in various executive capacities until the time of his death. Recently he had served, in an advisory capacity, in planning the Trans-Canada pipeline.

Known throughout the industry, Mr. Sieger was a past-president of the Canadian Gas Association and an active member of American Gas Association and the American Society for Metals.

He is survived by his wife, Olive Vicary Sieger and four sisters.

Lawrence R. Foote

vice-president, Bryant Industrial Products Corp., Cleveland, Ohio, died suddenly in that city on July 20. Before joining the recently-formed company, Mr. Foote had been east coast sales representative of Bryant Industrial Division of Affiliated Gas Equipment, Inc., since 1946. Prior to that he was for 12 years chief industrial gas engineer with Central Illinois Gas & Electric Co., Rockford, Illinois.

Mr. Foote was a charter member of the American Gas Association Industrial and Commercial Hall of Flame and long an active A. G. A. committee worker.

A. G. A. Convention

(Continued from page 7)

Marsha Hunt and Darren McGavin. Additional kitchen and laundry ideas will be given by R. G. Chapman, Mutchler Bros. "Selling Tomorrow's Homemakers Today," by Frank H. Trembley, vice-president, Philadelphia Gas Works, is an excellent summary of educational work being done by A. G. A.

A dramatization of the advantages of using the laundry as a vehicle for selling gas water heaters and dryers will be staged by C. E. Bartlett and Frank A. McMullan, Ruud Manufacturing Co., and W. W. Selzer, Columbia Gas System Service Corporation.

The annual Home Service breakfast will be held at the Hotel Traymore at 8:00 a.m. with Mary E. Huck, Ohio Fuel Gas Co., presiding. President E. H. Eacker will greet the delegates attending and Dr. Dorothy Lyle, National Institute of Cleaning and Dyeing, will talk on the new miracle fabrics.

The Round-Table for Home Service will be staged at the Hotel Dennis on Tuesday afternoon, with Chairman Mary E. Huck again presiding. Katherine L. Rathbone, Southern Counties Gas Co., will talk on "Summer Training for College Students and Staff", and Mrs. Martha S. Tupper, Dudley, Anderson & Yutzy public relations agency, New York, will speak on "Creating an Idea." Mrs. Eleanor V. Wiese, Public Service Electric & Gas Co., will offer ideas for Old Stove Round Up promotions in her "Queen of the Range" presentation. Flora G. Dowler, The Manufacturers Light & Heat Co., will describe a community promotion of incineration that was successful in Pittsburgh. Mildred R. Clark, Oklahoma Natural Gas Co., will discuss home service cooperation with builders.

Charles C. Eeles, The Ohio Fuel Gas Co., as Section chairman will preside at the luncheon meeting of the Industrial and Commercial Gas Section at the Hotel Traymore on Tuesday at 12:30 p.m. F. Marion Banks, president, Southern California Gas Co., and first vice-president of A. G. A., will deliver the luncheon address.

The benefits derived from attracting new industries, not only in industrial but residential and commercial loads, will be

presented by Clayton S. Cronkright, Public Service Electric & Gas Company. From experience gained in the heart of the highly competitive TVA area, Edwin S. Mack, Chattanooga Gas Company, will tell delegates the best way to meet competition is to *BE* competition. Mr. Eeles will review the action programs of the Section in the past year. E. Terry Hart will submit the report of the Nominating Committee and officers will be elected for the coming year.

Howard B. Noyes, senior vice-president, Washington Gas Light Co., and chairman of the General Management Section, announces that the Arrangements Committee, under William B. Tippy, Commonwealth Services, Inc., has obtained S. Whitney Landon, secretary and assistant to the president, American Telephone and Telegraph Co., as principal speaker at a luncheon meeting in the Chalfonte Hotel Tuesday noon. With a background of more than 20 years in legal and corporate secretarial work with A. T. & T., Mr. Landon is well fitted to talk on "Our Friend, The Stockholder," from the public utility point of view. Officers will be elected and a new nominating committee appointed for the Section at the Tuesday meeting. Mr. Noyes reports that the newest section in A. G. A. has grown from 200 members to 1,350 members in the past year and a half. It is anticipated that organizational meetings of the committees of the Section, to be held at Atlantic City, will contribute greatly to the success of the Spring Conference to be held in 1955 for the General Management Section.

All signs point to a big attendance at the 36th Annual Convention. Advance registrations are heavy, and while adequate accommodations will be available, first choice of hotels now may not be possible for all delegates. Reservation requests should be sent to the A. G. A. Housing Bureau, 16 Central Pier, Atlantic City, N. J., listing three hotels of choice.

Registration fee is \$15.00 per person, with no charge for ladies who are not company member employees. Luncheon and Home Service Breakfast tickets can be purchased in advance. Early registration of delegates is urged to facilitate reaching any member if need arises. Registration can be made on Sunday afternoon and during other days at the Auditorium and at the Traymore and Haddon Hall hotels.

Illinois utility celebrates centennial in Springfield

CITIZENS of Springfield, Illinois, are convinced that "history repeats itself." Late last Spring, the Central Illinois Light Company celebrated the establishment of the city's first gas company just 100 years ago.

In a unique, authenticated ceremony, State Representative G. William Horsley portrayed Abraham Lincoln, a Springfield attorney taking his traditional evening stroll. Mr. Lincoln was joined by a lamplighter, in costume, making his evening rounds.

Wending their way through a crowd of thousands, Mr. Lincoln and the lamplighter joined Illinois Governor William G. Stratton and other guests of honor on the speakers' stand. After an 1854-style speech referring to the marvels of modern lighting, the first lamp was lit on the darkened square. The century old restored gas street light was installed especially for the ceremony. After the ceremony, a dinner was held for company, state and city officials as well as heads of business firms which had been in Springfield for 100 years or more.



Abilene

(Continued from page 12)

the end of the year to complete the valuation statistics.

The problems faced by Lone Star in Abilene can be stated succinctly with a few statistics from the December 1953 market survey.

APPLIANCE SATURATIONS (December, 1953)

	Saturation		
	Gas	Electric	None or Other
Kitchen range	83%	17%	
Refrigerator	12%	86%	2%
Water Heater (automatic)	92%	2%	6%
Clothes dryer	0.4%	0.9%	
Househeating Unvented	99%		
space heaters	67%		
Wall furnaces	2%		
Floor furnaces	22%		
Central, forced air	8%		

In organizing the test city project the proposed plans were reviewed in detail by top management. Mr. May established an operating committee consisting of R. L. Stephenson, dealer assistance coordinator, chairman; W. M. Braymer, district manager, Abilene district; C. L. Trevitt, manager, merchandise department; Kenneth Watkins, manager, dealer assistance department; and R. H. Gray, division superintendent, Abilene division. The committee reports to M. L. Bird, vice-president, General Division of Distribution; and Mr. May.

The following personnel organization was established to carry out the 1954 program in Abilene, a city with more than 15,000 gas customers representing 99 percent of the dwelling units.

Company Merchandising Program:

- 1—District sales supervisor
- 6—Outside and floor salesmen
- 1—Sales engineer for heating and air-conditioning sales
- 1—Architect-builder contact man
- 1—Home economist (full time)
- 1—Commercial salesman (40% of the time in Abilene)
- Engineering assistance as required from the Division Engineer's office

Servicemen

(Continued from page 10)

for A. G. A. Service Manuals are prepared from manufacturers' literature.

We provide order holder inserts for items of frequent reference and give-away instructions for customers on clock operation.

Our Employee Suggestion and Field

Dealer Assistance Program:

- 1—Dealer Assistance Representative
- 1—Home Economist (full time)
- 1—Service Training Supervisor
- Engineering assistance as required from the Division Engineer's office.

The above does not include general and division office supervisors, clerical help, and all company employees who furnish sales leads and prospects.

The company estimates that its normal promotion and advertising costs, including overhead, approximate \$2.40 per customer and that they will probably spend another \$1.10 per customer for general supervision and evaluation costs in Abilene.

An analysis of the amount of newspaper advertising in Abilene for the first six months of 1954 indicates the following:

Ranges—Dealers and manufacturers placed slightly more than 75 percent of gas range advertising lineage, with Lone Star placing slightly more than 24 percent.

Refrigerators—All gas advertising was placed by Lone Star.

Air conditioning—Lone Star placed all ad space for gas.

The advertising contribution and the extra incremental expenditures resulting from this activity by Lone Star in Abilene cannot be evaluated from the above. For instance, in the first half of 1954, newspaper advertising expenditures by the gas company were 69 percent higher than during the same period in 1953.

Besides this, the gas company added approximately the same dollar amount used for newspapers for television advertising, of which there was none during the first six months of 1953. A direct mailing campaign was also undertaken by the company during this period in 1954.

Customer Servicing:

A continuing employee training program, designed to keep service and in-

Observation Program forms the real backbone for keeping servicemen informed on an up-to-date basis. ES&FO newsletters are released immediately on first knowledge of new appliances and controls.

"Helpful Henry Sez" bulletins provide for frequent interchange of shortcut methods and serviceman improvisations. Answers are prepared to individual serv-

stallation personnel informed on matters of policy, improved techniques, product improvements, public relations, etc., has been in operation since December 1953.

Realizing that proper installation and service practices by the gas appliance dealer are of vital concern, the company made its entire training program and facilities available to all gas appliance manufacturers-distributors and dealers.

A new Gas Appliance Installation Manual has been completed for the Abilene operation, and all service personnel are thoroughly familiar with it.

When a call is completed by a serviceman, the customer is given a short self-addressed rating form on which she may register her impression of the employee and the quality of service received. The results of these rating forms assist in the evaluation of procedures being followed, and show where improvement is needed.

The company is fully aware of the necessity of maintaining and, if possible, improving the present good customer servicing practices, while simultaneously providing same at the lowest possible cost. Accordingly, complete cost studies are being made on work performed by the service department.

It is quite apparent that Lone Star is seriously applying all of the 15 recommendations of the Gas Industry Development Program in the Abilene project. The company is also using the Action Demonstration Program as a means of testing its own organizational set-up and methods employed in conducting its business.

Undoubtedly, some of the experiments assayed will prove unsuccessful or too expensive in the light of accomplishments, while others will prove to be highly successful. The latter will then find wider application throughout the company's operations; this has in fact already been done.

The gas industry is supplying dynamic action in Abilene—and the catalytic agent is the Action Program.

icemen and groups of servicemen in response to their inquiries for servicing information or reports of appliance malfunctioning.

Mechanical bulletin binder inserts giving up-to-date background and servicing information are released to all operating bases frequently. This material is all mimeographed and released on very short notice.

Measuring

(Continued from page 28)

orifice taps, causing the chart recording to be in error. Usually this type of freezing causes the differential recording to go off the chart or below zero. To clear the orifice taps the gage lines are removed and the taps blown into the atmosphere. Alcohol dropped into the meter run ahead of the orifice plate helps a little, but no real cure for this trouble has been found. If someone has a cure we would appreciate hearing it.

Hydrates forming in the gage lines cause the same chart errors but this condition is less prevalent. To clear the gage line blow into the atmosphere. Some success has been had in placing a glycol or alcohol container in the gage lines near the taps to remove hydrates by absorption. This causes no error in recording. Liquid-filled systems have been tried but it was found that temperature changes caused an error in recording.

Pressure relief valves not operating due to hydrate formation. Relief valves were placed above drips to protect them from excessive pressure. The relief

valves were connected to the drip by vertical piping and this piping froze solid with hydrates so the relief valves never operated when they should. The hydrates accumulate in the gas that is not flowing and form a solid block.

The answer to the problem was to eliminate the piping where the gas is not flowing. The relief valves were removed to the piping adjacent to the well and connected so that a minimum distance existed between flowing gas and the relief valve orifice. This position was fairly satisfactory and protected all equipment from the high rock pressures.

It can readily be seen that if the relief valve did not function and a freeze-up occurred in the piping the full rock pressure of the well would be on the equipment between the freeze-up and the well. A man gets pretty shaky working around equipment that has a good bit more pressure on it than it is designed for. The relief valves must function in order to maintain safe working conditions and to safeguard equipment.

Main pipeline or well pipeline freeze-offs are a problem, especially in the winter. The method used to clear the freeze-

off is to put alcohol into the pipeline. Usually these freeze-offs occur at low points in the piping and where no flow exists it is necessary to bring alcohol in direct contact with the block. This is usually done by loading the orifice meter run with alcohol and allowing this load to hit the block at one time. Meter runs have to be equipped with a valve at each end to be able to do this. The run is closed off and the pressure relieved to atmosphere for loading, then repressured from the pipeline side. This allows the alcohol to move in the right direction.

Production fields are usually in the most rugged and mountainous parts of the country. It is always a problem to keep transportation operating. Chart changers and metermen find it difficult keeping to schedules. The cold winter weather causes clock stoppages as the clock lubrication becomes more viscous. This difficulty is eliminated by using special oil obtained from a jeweler.

Meter testing is just as important in a production field as any other place. It is difficult to keep the testing equipment in good condition unless care is taken to safeguard it against rough treatment in transporting and usage.

Industrial relations

(Continued from page 20)

Umpire Anderson says the clause is an illegal form of union security. So he slaps down a vote of the local.

The employee, with over 17 years' seniority with Hillside Transit Co., Milwaukee, was returned to the bargaining unit after a stint as supervisor in November 1953. The local met to vote him down to the bottom of the seniority list as a truck driver. At the same time, the union declared that he should keep all benefits, such as vacation, holiday, and health and welfare benefits, that would accrue from his long

service with the company. The employee had continued his union membership while acting as a supervisor.

Management protested that the union's handling of this situation would discourage top-notch employees from accepting supervisory posts. And the company protested the unfairness of allowing it to use the services of this employee only as a new driver since job assignments are made according to seniority of the drivers, while making the company pay benefits on the basis of long service.

Without going into any other contentions of the parties, Anderson decides simply that the union's action, resting on an illegal clause, cannot be sustained.

● **Court decisions—Oral warning sufficient in discharge case**—Oral warning to an employee that he would be discharged for breaking company rules under terms of a contract is sufficient notice to the worker, the Seventh Court of Appeals rules in reversing a Labor Board decision.

The court, in an opinion by Judge Lindley concurred in by Judges Major and Duffy, finds that the company (through a foreman) had given oral warning to the employee along with others in his section that discharges would follow if loitering and wandering about the plant were not stopped. Later, on such charges, the complaining employee was dismissed.

Purchasing and stores

(Continued from page 13)

Each operating department takes responsibility for its stores. But coordination is still required. Someone must function to make sure that materials stocked by one department in one location are at a satisfactory level, and to find if the needs of one department might be met out of the stores of another.

This becomes a staff function of our manager of purchases and stores, to coordinate stocks, check and double-check against listed inventories. This coordi-

nation requires teamwork.

The test of whether the organization is "working together" for the good of all is the confidence department heads place in the buyer. There must be no question that the purchasing department is in the best possible position to obtain materials and supplies.

For some specific ways that other departments must work together with purchasing and stores, let's think in terms of relations between engineering and purchasing. The efficiency of the purchasing department will be a reflection of the attitude of engineering toward it.

Engineering is responsible for planning and design. Its men have definite ideas on materials' strength, rigidity, toughness, hardness, ductility and other properties. They also have a good knowledge of the various materials available and suiting the qualities desired. But when it comes to determining which materials can be bought to best advantage, the purchasing department's training and experience are required.

This, then, is the acid test. Engineering should not be too exacting in specifications—they should recognize that price, economy and convenience should

be weighed along with design, leaving some latitude for the purchasing department. It takes true understanding for the engineer and a real test of his ability to leave latitude in his planning for competition.

On the other hand, the purchasing department should not push the matter of price or supplier to the point where it interferes with real engineering requirements. But it may be the case that purchasing can suggest slight changes in specifications that will permit use of standard sizes, shapes, lengths or grades of material. This would reduce costs without sacrificing any necessary characteristic.

Earlier, I mentioned that our company leaves responsibility for stores in the operating department. This requires even greater cooperation than purchasing, particularly in our case because the purchasing department is a coordinating agency in the matter of stores.

In 1950 our inventory of supplies had climbed to a record level of \$7,500,000. Over supply existed almost everywhere in the Group. This resulted from several factors, chief of which was an expanded construction program. Today when plant investment has increased almost \$55,000,000 and our construction program this year alone is \$46,000,000, inventory recently fell under \$5,000,000. We are indebted to our centralized stock control plan for that.

This accomplishment is even more satisfying for another reason. Within recent years we have begun operating underground storage pools at very high pressures. Pipe, valves and compressor engines used in connection with such storage are designed to operate as high as 2,000 pounds pressure. Naturally, we have had to build up an entirely new inventory of parts to meet new specifications, some of them the result of complexities encountered in working at such pressure.

Effective inventory control must have a two-fold purpose: For the sake of operations, it must assure an adequate supply of materials without carrying excessive stock; and for the sake of economy, it must minimize inventory investment, to reduce costs for handling, storage, insurance and interest. This also guards against loss if material deteriorates, becomes obsolete or falls in value.

Having a purpose, we must have a policy and a plan. No one but management can set the policy. This is an ex-

clusive function in which someone decides what total investment in stores shall be, and certain specific details on key materials. Then management delegates authority for a plan to be set up and operated.

In our case it requires closest possible cooperation to make our stores program work through centralized stock control. The backbone of the system is paper work, and it's hard to visualize how it could be otherwise in such far-flung stock locations.

It would take much time to describe this paper work. It amounts to a constant exchange of information between stores locations and the centralized stock control office. This information is recorded on punch cards and each month all locations are provided with a quantitative inventory and such listings are spot-checked for accuracy.

A specific example

A specific example of this system in operation will show what it can do. One of our production districts in Kentucky is out of a certain pipe fitting and requisitions through purchasing and stores. But the inventory list of another production district in West Virginia shows that the fitting is on hand there. So a transfer is arranged.

Or it might turn out that a transmission warehouse had the item, and the same would be done. Through central stores accounting and use of machine listings, every effort would be made to obtain the fitting from available stock—even from other groups of the Columbia System which exchange stock lists periodically—before ordering.

A new procedure on our machine listing of inventory notes items in surplus quantity at each location. A surplus would be more than a normal 90-day supply. Such a record is invaluable for saving time in moving surplus material between locations.

The heart of this system is the diligence and faithfulness of personnel along the line in feeding reports of receipts and transfers into machine accounting. Without these reports the system would collapse in no time. Our people have learned what time and money they can save by keeping their inventory lists constantly within reach.

Working together is another way of saying that we must never lose sight of our company's prime objective in any of our departments. In our case,

that is to provide dependable and economical gas service to all customers, and at a fair return to investors.

Are problems of buyers and storekeepers getting a fair shake? Is management doing anything about them? My experience is that these functions have assumed a much more important place on the management team.

It took the sober lessons of World War II and the later emergency of war in Korea to teach us how to live with scarcity and regulation. Many found that their purchasing departments had been merely order writers and not buyers. Often there was only one source of supply and it was necessary to scurry around looking for new suppliers.

It was as if the country store where a farm did all its buying had burned to the ground. The family lost its single source of supply. It was necessary at great loss of time, inconvenience and downright discomfort, to find some other way of supplying the family's needs. Industry tasted this when its sources began drying up in the emergency. It was necessary to do at once what had been left undone—to organize purchasing and stores on a systematic basis.

The tremendous growth of the gas industry has brought new responsibility to purchasing departments, in some cases, elevation to higher levels of management.

The U.S. Navy, steeped in tradition, considers the words "Well done" as the ultimate of praise. Others of the military service may spell out citations in somewhat greater length. If it fell my task to spell out "Well done" for a purchasing department, this is the citation we might agree would rate among the highest:

"In a time of our company's greatest expansion the purchasing and stores department has won the confidence and respect of all departments. By its skill in exploring all sources of supply, it has saved the company thousands of dollars and assured satisfactory levels of stock. By its sense of fairness, it has been a valuable instrument of public relations in dealing with suppliers. But most of all, by its display of teamwork and cooperation, it has demonstrated that working together we serve our company's interests to the greatest advantage."

Gas range trends

(Continued from page 19)

such models has doubled since last year. This size range is popular because the huge oven provides extra baking and roasting capacity while the range itself requires less floor space. Some of these models also have the advantage of a high broiler burner located in the top of the oven compartment.

So much of the homemaker's time is spent in the kitchen that it is essential to make it as pleasant and attractive as possible as well as a center of scientific efficiency. Color has long been recognized as one of the most important influences in kitchen planning and gas range manufacturers are keeping pace with modern color schemes. They have added highlights to their ranges in the form of colored door handles, valve handles, back splasher panels, and cooking tops. Many of them also offer a wide selection of colored ranges, making it possible to choose one which will produce the most desirable and interesting effects.

The trend of modern gas ranges is toward facilities which permit more diversified types of cooking. An outstanding example of this trend is the built-in griddle—a specialized device for true grilling which is impossible in a skillet. This type griddle drains fats and drippings away from the food and gives a distinctive greaseless flavor. The built-in griddle is now more convenient than ever because it can be converted to a fifth burner, or when not in use it can be hidden with a flush-to-top cover that restores precious work space. These con-

vertible griddles are appearing in the new lines of more and more manufacturers.

Separate waist high broilers are favorites with women everywhere and consequently the majority of gas range manufacturers have made such models available. Not only are these broilers more convenient and easier to use but many of them have the added advantage of being designed to accommodate full sized roasts. This provides a separate meat oven in addition to the regular baking and roasting oven.

The increasing demand for ranges which provide cooler kitchens has led a number of manufacturers to produce automatic electric ignition ranges which do not require the use of a constant burning pilot, or "single point" ignition ranges in which the oven and broiler burners are lighted from a single top burner pilot.

Other manufacturers have used a little different approach to this problem and instead of eliminating the pilots entirely have reduced the inputs substantially. These pilots are so small that they produce no discernible heat and are truly cold to the touch. An important secondary advantage of the so-called "cold range" is that it is more economical to operate.

A number of other new features have been introduced to a limited extent during the past year but it is still too early to predict whether or not they are the start of definite trends. Among these are top burner timers, 100 per cent safety shut-off of top burners, and a gas supply shut-off switch.

The new top burner timer remembers to shut off the gas for you. It is designed to time cooking operations in one minute periods up to one hour, and shut off the burner automatically when the selected cooking time is completed.

The new 100 per cent pilot shut-off on top burners is an outstanding safety development. Safety shut-offs have been employed on ovens and broilers for many years but this is the first time that a gas range has ever been equipped with this type of safety device on the top burners. All burners light automatically from constant burning pilots, yet no gas can escape if a pilot should go out—even if valves are left turned on. This is accomplished by means of standard thermoelectric safety pilot valves which are installed in the gas manifold.

The gas supply shut-off switch has the advantage of providing a completely cold range by shutting off the flow of gas to the entire range when it is not in use. When the switch is turned on, gas is admitted to the range and the top burner pilots light automatically by means of an electric coil. Oven and broiler pilots do not burn unless the oven or broiler is used, because they use a cycling type electric igniter in which the gas pilot is lighted by an electric coil when the oven or broiler valve is turned on.

The special features of today's gas ranges are not merely gimmicks of passing interest but are designed to genuinely solve cooking problems and make cooking a pleasure instead of a chore. They are always accessible, easy to use, and provide superior cooking results at a reduced cost and with greater safety.

Midwest talks

(Continued from page 18)

regulation. Yet—despite this increasing governmental regulation, too frequently overdone—if you are to grow and prosper, you must meet and master a competitive market made up largely of nonregulated fuels and sources of energy. You have many, many competitive marketing problems. Right now you are in an enviable position, but you must continue to sell and serve in order to maintain your present top marketing acceptance," he continued.

"Secondly, your industry, perhaps more than any other segment of our American economy, is aware that two decades of encroaching socialism has brought us closer and closer to the so-

called Welfare State. You know that only vigilance, and a united front in preserving and strengthening our dynamic society, can prevent greater intrusion of government into business and into the daily lives of our fellow citizens."

Eugene F. Martin of Carl Byoir & Associates, New York, described GAMA's PR program in an afternoon session. This program, he explained, has helped accomplish three things:

1. It has pulled the gas business from an important but undefined place in the background of American life to a point in the foreground.

2. It has delivered your message of product and fuel superiority with increasing force to all of the various publics important to you—the homemakers,

educators, builders, government at all of its levels, farmers, and the commercial and industrial markets.

3. It has led the way to a consolidation of the industry's brain power, productive capacity and leadership.

Public-relations-wise, the past year has been a decisive one for the gas appliance industry, Mr. Martin said. It has met several crises head-on and come off the winner in each instance. It has developed splendid leadership, not only in the administration of internal association affairs, but also in the extremely important matter of public spokespersonship.

The conference ended with a question and answer session moderated by Herbert Nelson, president of Nebraska's Blue Flame Gas Association.

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CONVENTION CALENDAR

1954

SEPTEMBER

- 7-10 • Pacific Coast Gas Association, Vancouver, British Columbia
10 • New Jersey Gas Association, Hotel Monmouth, Spring Lake, N. J.
13-14 • Independent Natural Gas Association of America, Annual Membership Meeting, Roosevelt Hotel, New Orleans, La.
15-16 • A. G. A. Sixth Annual Accident Prevention Conference, Bond Hotel, Hartford, Conn.
17-18 • Maryland Utilities Association, Fall Conference, Virginia Beach, Va.
24 • Oklahoma Utilities Association, Gas Division Meeting, Oklahoma City, Okla.
28-29 • Texas Mid-Continent Oil and Gas Association, Baker Hotel, Dallas, Texas

OCTOBER

- 10-13 • Controllers Institute of America, Edgewater Beach Hotel, Chicago, Ill.
11-13 • American Gas Association Annual Convention, Atlantic City
18-22 • National Safety Council, Chicago, Ill.
25-29 • American Dietetic Association, Philadelphia, Pa.

NOVEMBER

- 1-5 • National Metal Exposition, Chicago, Ill. (A. G. A. will exhibit)
8-11 • American Petroleum Institute, Chicago, Ill.
8-12 • National Hotel Exposition, Kingsbridge Armory, New York, N. Y.
15-17 • American Standards Association, Hotel Roosevelt, New York, N. Y.
16-20 • American School Food Service Association, Miami Beach, Fla. (A. G. A. will exhibit)
17-19 • Southeastern Gas Association, Sir Walter Hotel, Raleigh, N. C.
28-Dec. 3 • American Society of Mechanical Engineers, Statler Hotel, New York City.

1955

JANUARY

- 13-20 • National Housewares & Home Appliance Exhibits, Chicago, Ill.
16-20 • National Association of Home Builders Convention, Conrad Hilton Hotel, Chicago, Ill. (A. G. A. will exhibit)
24-25 • Industrial Furnace Manufacturers Association, Detroit, Mich.
24-26 • A. G. A. Home Service Workshop, Drake Hotel, Chicago, Ill.
28 • Pennsylvania Gas Association, Mid-Winter Sales Conference, Benjamin Franklin Hotel, Philadelphia, Pa.

Personnel service

SERVICES OFFERED

Sales Executive—Former gas company sales executive with more than 30 years' experience in all phases of utility operation with company having more than 100,000 meters, is seeking connection with gas utility company or gas appliance manufacturer along Eastern seaboard. Proficient in advertising and display, plumber and dealer relations, customer relations, etc. Further information upon request. 1784.

Sales or Executive Assistant—To top food service equipment manufacturer or distributor. Thirty years' experience, purchasing, personnel training, production management and sales. Broad knowledge layout and design institutional facilities, characteristics and performance of heavy duty equipment. Officer, excellent health, to retire September. Prefer locate in East; will travel anywhere. (52) 1785.

Chemical Engineer—Twenty-one years' experience in modern gas plant operations and process engineering, employed, desires position with advancement potential in gas or petrochemical industry. Would consider consulting. 1786.

Mechanical Engineer—Successful practicing mechanical engineer with substantial background of unusual experience in design and layout of equipment in the utility field. Qualified to undertake difficult assignments which may involve limited projects. Competent in the preparation of diagrams, specifications and estimates. Skilled in planning, routine and supervision of technical staff. Eastern seaboard preferred. 1787.

Financial-Accounting Executive—Experienced in electric, gas, water, telephone utilities, seeks assignment as controller, treasurer or budget director. Skilled administrator, keen analyst. Thorough knowledge modern accounting techniques, IBM, auditing, finance, costs controls, budgets, systems and procedures, credits, insurance, taxes, pensions, government contacts. Harvard trained—business administration, accounting, financing, statistics, law. Can re-

locate, U.S. or abroad; knowledge languages. Available immediately. 1788.

Property Manager—Utility plant operation and/or bottle and bulk LPG experience. Record of productiveness on previous properties, three employers in past 17 years. Northeast to Northwest location preferred. 1789.

Manufacturers Sales Representative—For past 21 years have managed sales, last in the New York Metropolitan area, for one leading national manufacturer of ranges and heaters. Seek new connection involving promoting and merchandising domestic gas appliances preferably in the New York area. Top notch performance and references. 1790.

Research Statistician—B.S., M.S. and Ph.D. in few months. Excellent background in the natural sciences and mathematics. Expert in sampling design and modern statistical analysis techniques. Sixteen years diversified experience in technological and economic surveys and research studies. Fine writing ability; experienced in the preparation and editing of technical and non-technical reports. Prefer Metropolitan New York area. 1791.

POSITIONS OPEN

Rate Engineer—Nationally known utility management consultation firm has excellent opportunity for top-flight rate engineer with experience as an expert witness before regulatory commissions. Nature of duties requires travel. Our staff is aware of this advertisement. Submit resume of personal data, educational background and business experience. 0739.

Manufacturers Representative—For distribution of line of gas-fired incinerators by one of the oldest manufacturers in the country. Planning changes in sales representation and have some choice territories open for live men having kindred lines. 0740.

Salesmen—For manufacturers of gas boilers, furnaces, conversion burners and floor furnaces, territory available for additional salesmen on commissioned basis. Prefer men who now are

traveling territory with allied, non-competitive lines. Applications strictly confidential. State qualifications and territory preferred. 0741.

Home Economist—Natural gas utility in the Southwest. State qualifications and experience, enclosing picture in letter. One position is for supervisor who can direct work in one district. Must be able to give cooking schools, demonstrations, home calls. Position for home economist may be without experience. Degrees required in both. 0742.

Gas Manager—New England manufactured gas property. Must be experienced in sales and service and possess background in administration of gas property. State starting salary required. 0743.

Heating Engineer—Experienced heating engineer required by national manufacturer of gas heating equipment. Duties involve product development and testing. Three to five years' experience and knowledge of A. G. A. testing procedures required. Salary open. 0744.

Gas Sales Engineer—Southern City, 15,000 population, operating combined public utility, water, electric, and gas, under a three-man commission, desires to employ gas sales engineer capable of building natural gas load, under 35 years of age, salary range, \$500 to \$600 per month. 0745.

Engineer—must have five to ten years' experience in gas distribution system design work. Engineering degree required. Pacific Northwest manufactured gas company preparing for conversion to natural gas. Start \$3000 to \$6000 per year, ample opportunity to advance. Give full details as to education, experience, marital and military status. 0746.

District Sales Supervisor—Connecticut utility has opportunity for capable, experienced man (preferably between 30 and 45) to supervise small force in promoting sales of all gas appliances and some electric appliances in fast-growing district. Must have sales experience, demonstrated supervisory ability and thorough knowledge of all types of gas appliances. 0747.

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